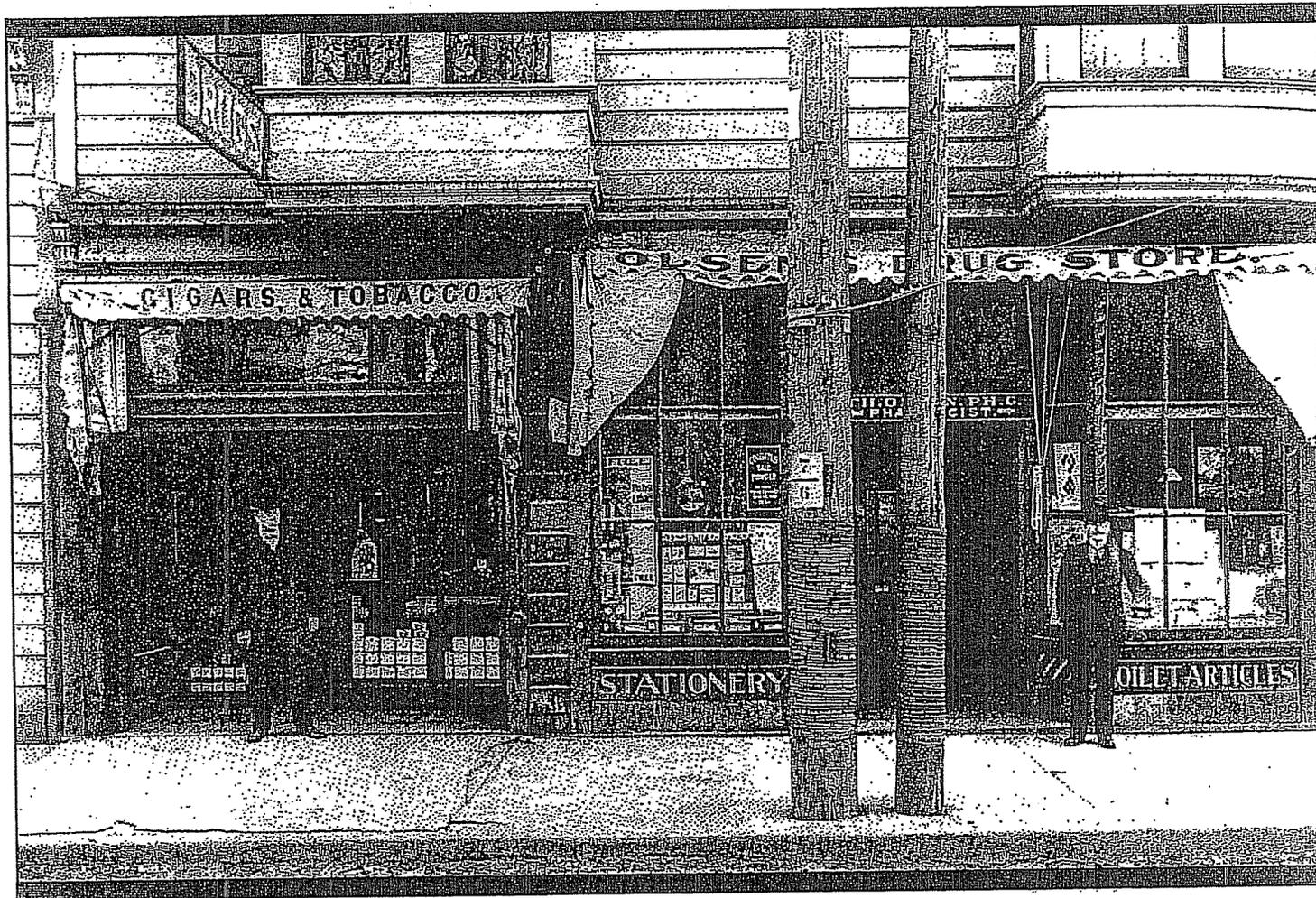


Downtown Historic District Signage Guidelines

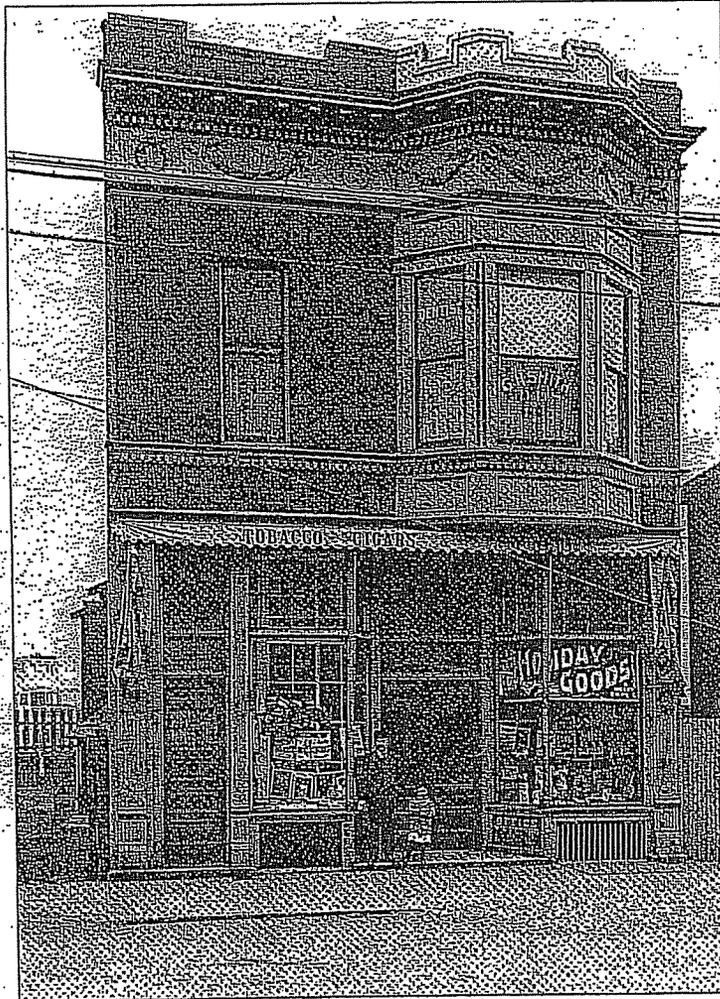


Sausalito, California

November

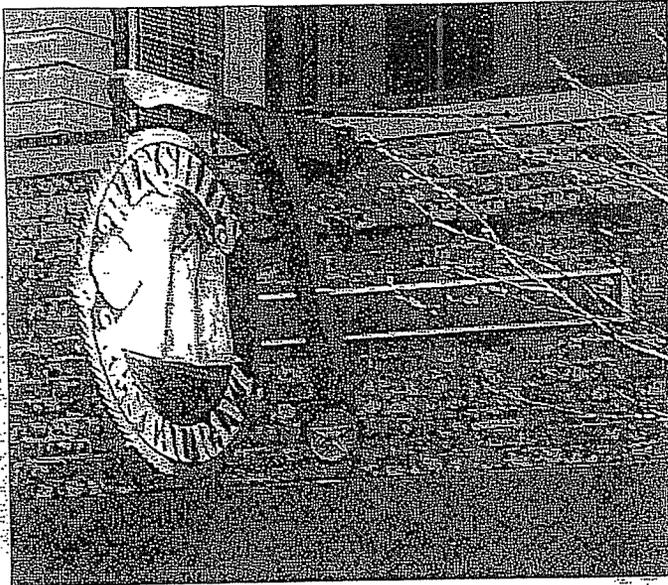
1998

Sign Guidelines



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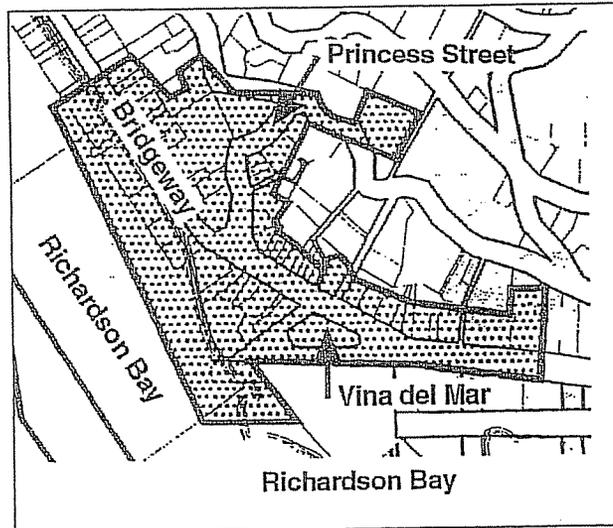
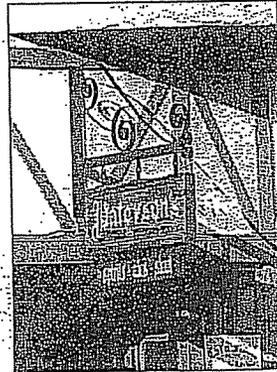
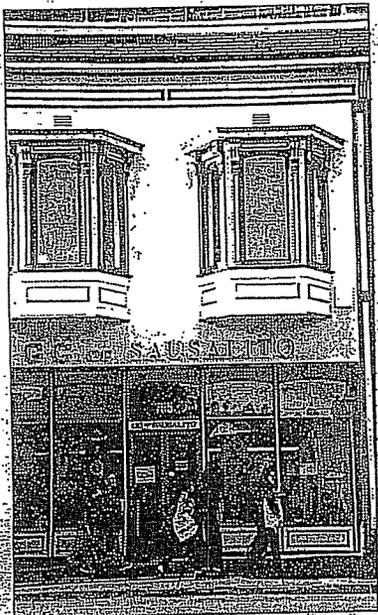


Applicability

- The standards and guidelines set forth in this section apply to all properties within the Historic District as shown on the map below. All new signs, replacement signs and modifications to existing signs must comply with these standards.
- No sign may be changed or installed until its design has been approved by the Sausalito Historic Landmarks Board and Planning Commission, and a permit has been issued by the Sausalito Community Development Department.

Submittal Requirements

- Photographs and accurate drawings are required for sign approval consideration. Applicants should consult with Community Development Department for a list of requirements. Incomplete and poorly prepared materials may result in delays in the review process.



Historic District Boundaries

Signs within any downtown area, especially a historic district, establish to a great extent both its spirit and character.

The intent of these sign guidelines is to:

- Establish reasonable standards for business identification
- Reinforce the historic qualities of Downtown Sausalito
- Assist property and business owners in understanding Community signage expectations
- Encourage creativity within a controlled framework
- Promote economic vitality

Sign Guidelines

The following sign types are permitted in the Sausalito Historic District:

- Wall Signs
- Projecting Signs
- Awning Signs
- Window Signs
- Hanging Signs
- Plaque Signs
- Directory Signs
- Address Signs
- Menu Signs
- Temporary Signs
- Special Signs

While generally discouraged, small freestanding signs may be considered at the discretion of the Sausalito Historic Landmarks Board and Planning Commission for appropriate uses and locations such as upper Princess Street and Bulkley Avenue.

Permitted Signs

The following signs are acceptable subject to the guidelines in this section and the approval of the Sausalito Historic Landmarks Board and Planning Commission. All other signs not specifically prohibited are at the discretion of the Sausalito Historic Landmarks Board and Planning Commission.



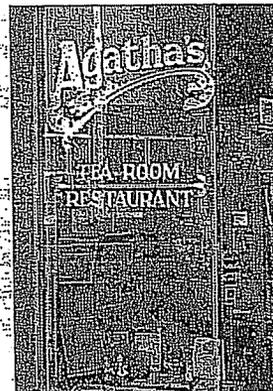
Wall Sign



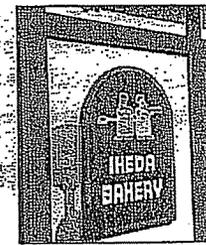
Projecting Sign



Hanging Sign



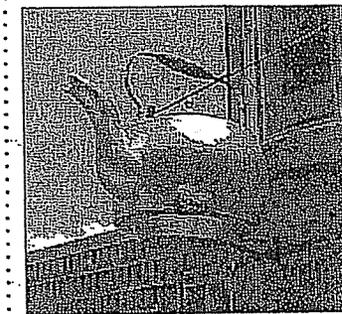
Window Sign



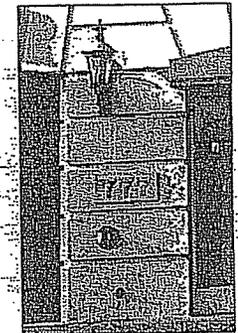
Plaque Sign



Awning Sign



Special Sign



Address Sign



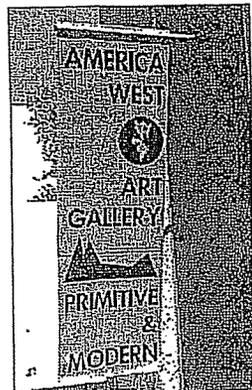
Tenant Directory Sign



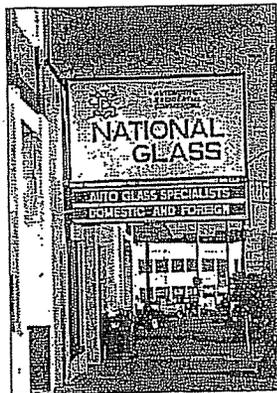
Menu Sign

Inappropriate Signs

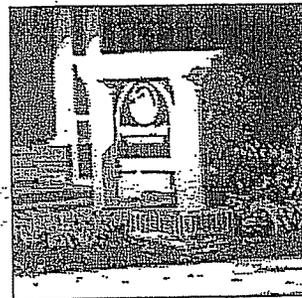
The following signs are discouraged in the Historic District.



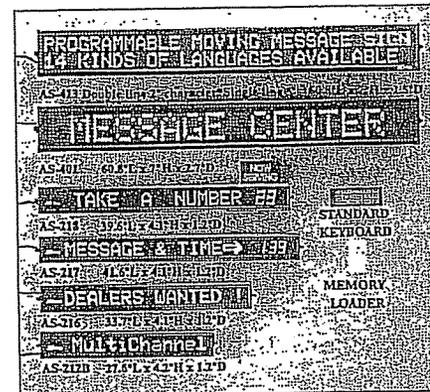
Banner Sign
See exception under Temporary Signs



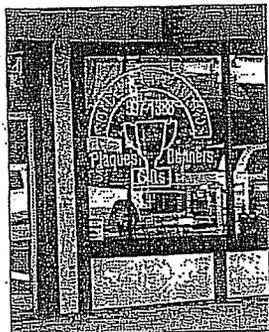
Interior Illuminated Sign



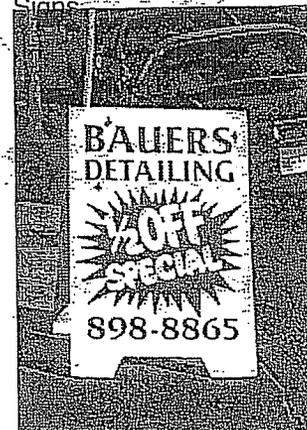
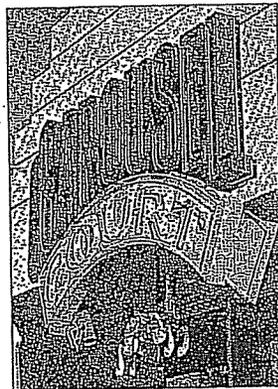
Freestanding Sign



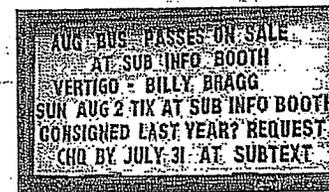
Electronic and Reader Board Sign



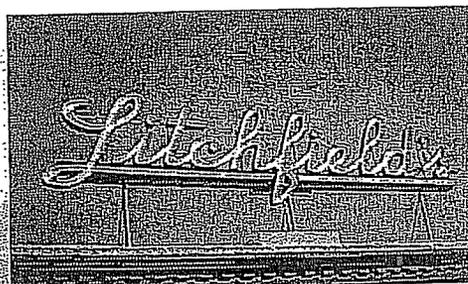
Neon Sign



A-Frame Sign



Changeable Letter Sign



Roof Sign

In addition to the specific sign types illustrated on this page, the following signs are discouraged:

- Flashing, illuminated, phosphorescent, and signs incorporating lights or movement as viewed from the public right-of-way or from any area open to the public
- Signs which create a bizarre, inharmonious, cluttered or otherwise unattractive look or appearance which could be detrimental to the Historic District character
- Signs which would adversely affect the health, safety and/or general welfare of the community
- Signs which might create confusion to the public or to public safety officials in their response to community emergencies
- Off Premise Signs
- Floating Signs

Sign Guidelines

Exempt Signs

The following signs will be allowed without a Sign Permit and are not included in the calculation of maximum sign area.

- Interior signs that are not visible from any public right-of-way or from any area open to the public.
- Interior signs that are located within 15 feet of the business frontage and visible by the public that contain lettering of 1 inch or less.
- Interior signs visible by the public and located more than 15 feet from the business frontage that contain lettering 3 inches or less.
- Public information signs that are required by City, State or Federal laws.
- Name plate signs on doors not exceeding 2" x 24" and administratively approved by the Director of Community Development.
- One alarm sign indicating that alarm devices are installed and identifying the representative to be contacted in case of alarm activation so long as the aggregate size of the sign does not exceed 1 square foot.

General Regulations

Allowable Number

The total number of signs for any given business or building shall be at the discretion of the Sausalito Historic Landmarks Board and Planning Commission.

Allowable Area

The maximum allowable sign area for any business or building shall be at the discretion of the Sausalito Historic Landmarks Board and Planning Commission.

- No business shall be entitled to more than 0.5 square feet of signage per lineal foot of street frontage. Exceptions may be considered for narrow buildings.
- Store information (e.g., hours of operation) under 1 inch in height incorporated into window signs are not included in the calculation of total sign area.
- All faces of a multifaced sign shall be included except for a double faced sign in which case only one face will be included in the total sign area calculation.
- Sign area does not include brackets for projecting or hanging signs.
- Any interior signage that is not classified as an exempt sign shall be included in the sign area calculation for total signage and window signage and must be reviewed and approved by the Sausalito Historic Landmarks Board and Planning Commission.

Signage Materials

Materials should be appropriate to the Historic District. Carved wood signs and individual cast or cut metal letters are strongly encouraged. Plastic and similar materials are discouraged, and will be permitted under only the most unusual of circumstances such as the accommodation of special icons related to especially creative signs.

Workmanship

High quality workmanship is expected for all signs and supports. The edges of all signs should be clean and finished with appropriate materials and techniques.

Signage Colors

Colors for all signs should be appropriate to the Historic District, and will be judged in relation to their location, size and context. Matte or non-glossy finishes are preferred over glossy colors. Primary and other bright colors as well as strongly contrasting color combinations are discouraged.

Lighting

All lighting should be as unobtrusive as possible. Well-designed small fixtures which limit glare and light spill are strongly encouraged. Internally illuminated signage and bare bulb spot lights will not be allowed. All lighting should be controlled by dimmer switches.



Upper Floor Signage

Signage for upper floor tenants will be at the discretion of the Sausalito Historic Landmarks Board and Planning Commission.

This signage may be in the form of directory or projecting signs located at ground level entries, projecting signs located at the upper floor window level or lettering applied directly to upper floor windows.

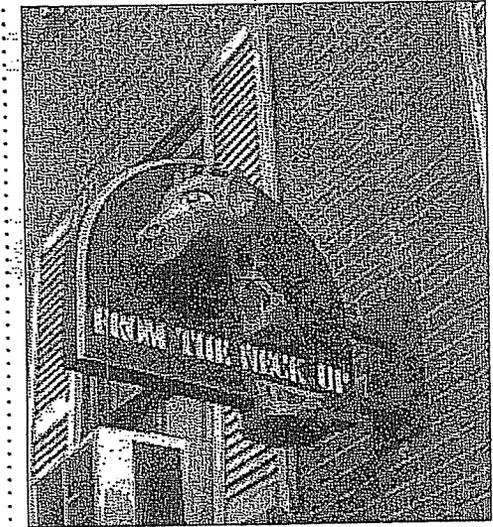
Signage for upper floor tenants will generally be smaller than that allowed for ground floor tenants.

Sign Area Calculation

The area of any sign will be determined by a series of short, straight lines inscribed around the perimeter of the sign. In cases where the lettering and graphics are located on a background material other than the building surface, the area shall be calculated around the outside of the material on which the sign is placed.



Sign Area Calculation Examples



Historical Precedents

The use of historical sign precedents that are generally within the parameters of these guidelines is encouraged where appropriate to the building and location.

Assistance is available from the Sausalito Historic Landmarks Board in locating historic photos of specific buildings. Additional information is available in the book *Sausalito Moments in Time* authored by Jack Tracy and published by Windgate Press.

Sign Guidelines

Wall signs are mounted on the face of buildings and generally identify the historical building name, unique shopping complexes or the current major tenant.

The location of wall signs with respect to the character and architectural detail of individual buildings is extremely important. Since each condition will be unique, the size, location and type of wall signage will be at the discretion of the Sausalito Historic Landmarks Board and Planning Commission.

Historical plaques and date-of-construction wall signs must be reviewed and approved, but are not included in the calculation of maximum sign area.

Wall signs painted directly to wall surfaces are not allowed except when they are of historic significance.

Wall Signs

1 Use wall signs to identify specific buildings or major tenants.

- Signs are limited to the building's name (e.g., Richardson Building) or the major tenant's name (e.g., Bayworks Boutique).
- The date of building construction is also permitted and encouraged, but should be smaller in size than the main wall sign.
- Additional commercial sign information such as goods and services offered is not appropriate.
- Signs on walls not directly fronting on a public street are strongly discouraged.

2 Limit wall signs to the following types:

- Individual solid metal, wood, stone or glass letters.
- Carved, routed or sandblasted wood plaques mounted flush to the wall surface. All edged should be finished.

3 Place signs within a clear Signable Area.

Signable Areas should have the following characteristics:

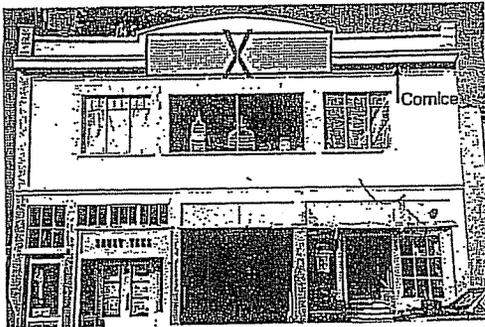
- An architecturally continuous wall surface uninterrupted by doors, windows, columns or architectural details such as mouldings.
- Area does not exceed 15% of the business facade.

4 Limit the size of signs within the Signable Area.

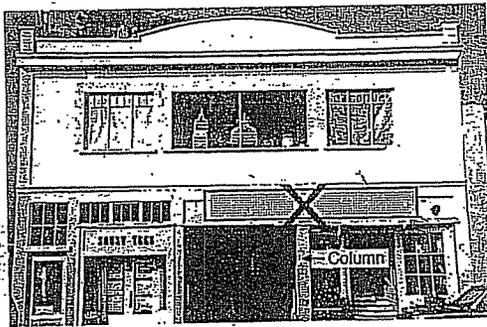
- Individual letter size should generally be limited to a maximum height of 12 inches. If all capital letters are used, the maximum height should be limited to 8 inches.
- Total signage area, including any mounting board, should not exceed 40% of the Signable Area.
- The length of the signage, including any mounting board, should not generally exceed 75% of the Signable Area width for a single tenant storefront building or 2/3 of the individual tenant storefront for multi-tenant buildings.
- The height of the signage, including any mounting board, should not exceed 2/3 of the Signage Area height.
- The sign should project no more than 4 inches from the face of the wall surface.



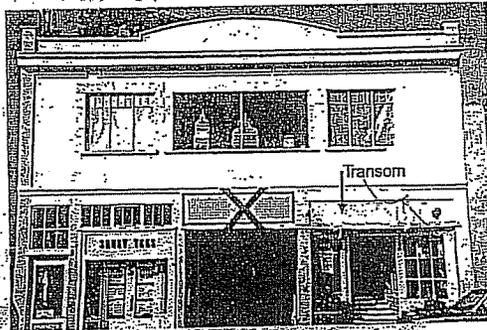
Signable Area Examples



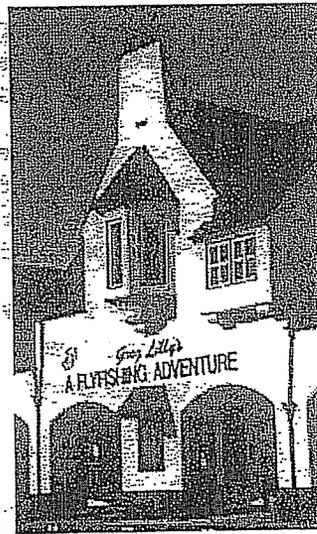
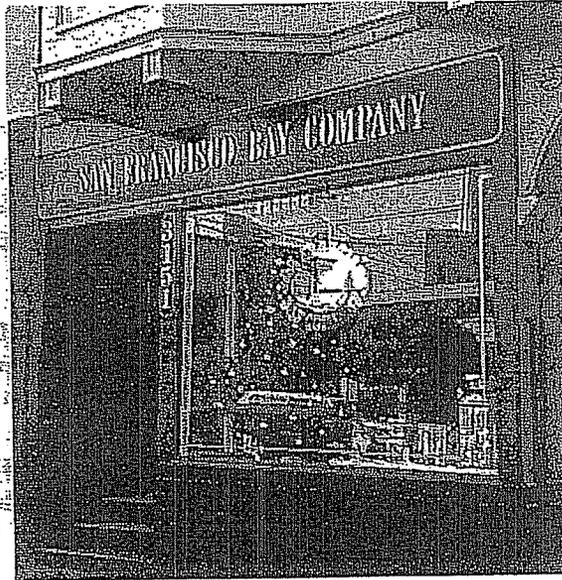
Avoid covering cornices and mouldings



Avoid covering columns



Avoid covering transoms



Wall sign positioning should relate to the architecture and proportions of the building.

Preferred wall sign locations are just above doors and windows, and within plain fascia bands or plain panel areas.

If a building does not provide good locations for flat mounted wall signs, use awning signs, projecting signs or window signs instead.

Sign Guidelines

Projecting signs may be simple or designed with text and icons to express the unique personality of an individual business.

They can do a great deal to enhance the vitality of the Historic District and set it apart from other commercial locations in the Bay Area. They are strongly encouraged, and should be carefully designed and fabricated to enhance the character of the business while remaining sensitive to the unique architectural characteristics of their location.

Any Projecting Sign with portions thicker than 12 inches must be reviewed under the Special Signs guidelines.

Projecting Signs

1

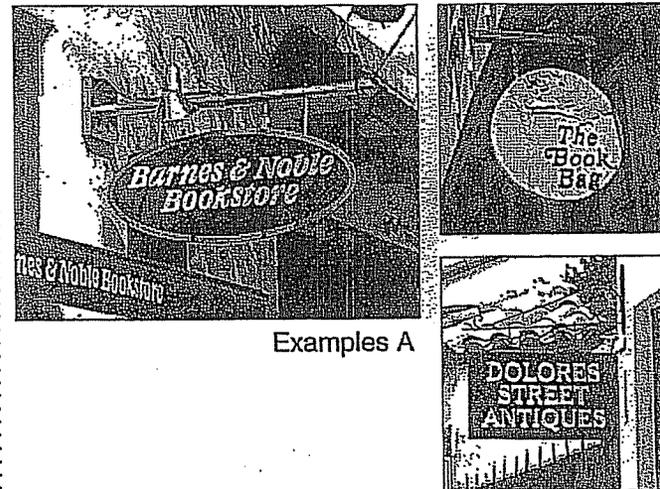
Relate the location of signs to the architectural character of the buildings to which they are attached.

- Projecting signs should be oriented to pedestrians passing by on the sidewalk in front of the building rather than to automobiles or pedestrians on the far side of the street.
- Projecting signs should generally not be mounted above the second floor window sill in multi-storied buildings.

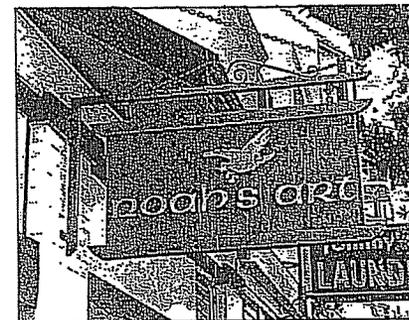
2

Relate the design of projecting signs to the individual business and building.

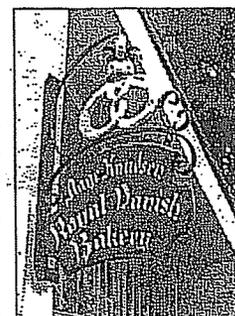
- Square, rectangular, circular or oval shapes with painted, routed or applied letters and shapes are generally appropriate for any business (Example A).
- Painted or applied logos or other shapes can add special interest to otherwise flat-surfaced projecting signs (Example B).
- Projecting signs with irregular outlines and/or internal cutouts should be considered (Example C).
- Two or three dimensional icon signs related to specific businesses can add interest and a touch of visual delight to the shopping and business environment (Example D).



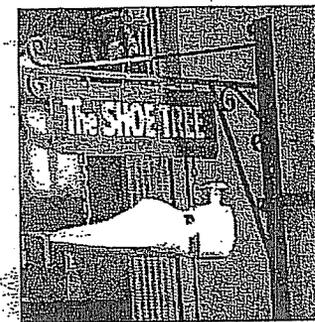
Examples A



Example B



Example C & D

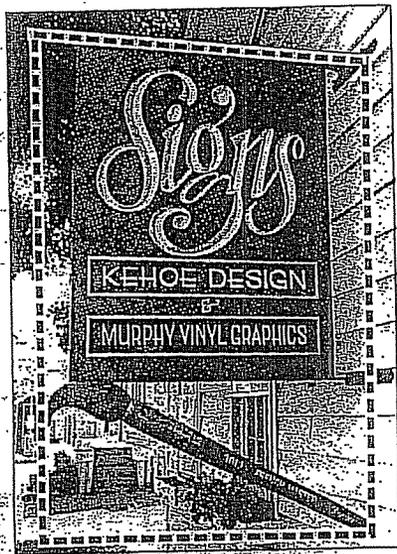


Example D

3

Limit the size of signs as well as their projections from building faces and mounting heights.

- Limit the maximum projection from building faces to 36 inches.
- Provide a minimum clearance of 6 inches between the building face and the sign.
- Limit maximum sign area to 6 square feet for any individual projecting sign. Irregular-shaped signs should fit within an imaginary rectangle not to exceed 9 square feet in area (See below).
- Maintain a minimum clearance of 8 feet below projecting signs.



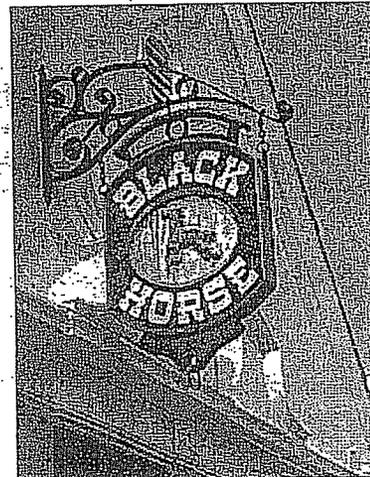
Imaginary 9-square foot rectangle

4

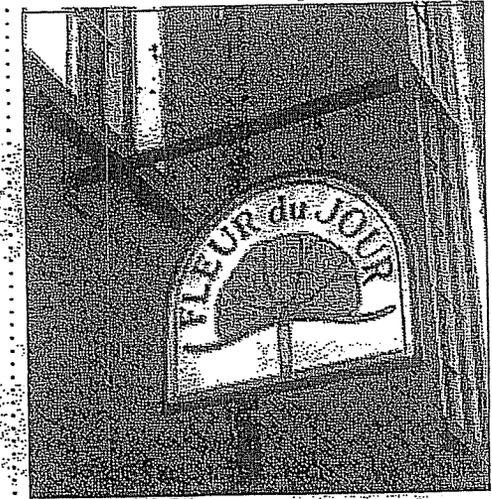
Provide well-design mounting brackets appropriate to the business and the building.

Simple round pipe brackets with plugged ends or added decorative end elements are generally appropriate for any projecting sign.

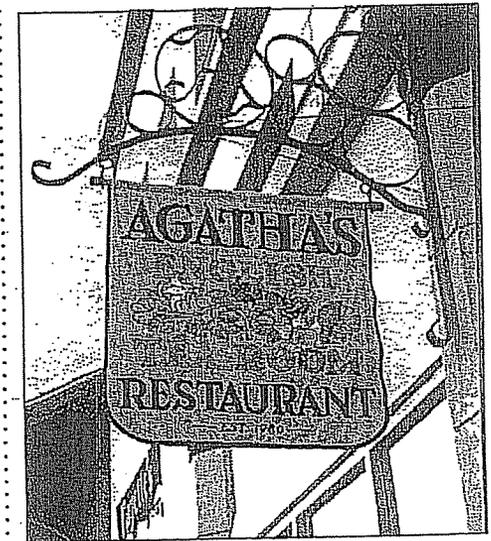
However, metal brackets or a more decorative and complex shape are encouraged where appropriate to the character of the sign and the building. In addition to adding to the uniqueness and visual character of the sign, they cast interesting shadows on wall surfaces and convey an impression of special concern for the appearance of the business.



Bracket Example



Bracket Example



Bracket Example

Sign Guidelines

Awning signs offer the opportunity to identify a business to both pedestrians and automobiles while adding color and interest to the shopping environment. Awning signs are often used in conjunction with window signs for maximum effectiveness.

Awning Signs

1

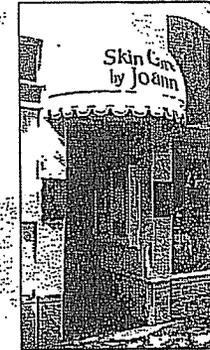
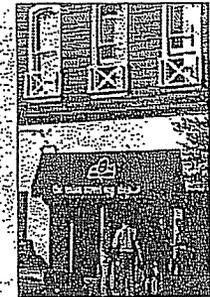
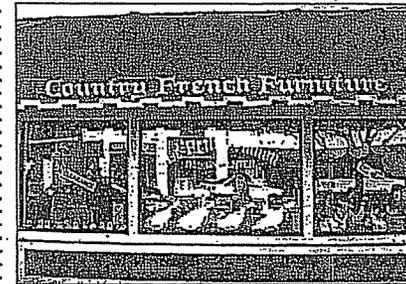
Limit the size of lettering on awnings.

- Awning valences (e.g., vertical faces) should not exceed 12 inches in height, and the letter height should not exceed 8 inches.
- Logos will be considered for application on sloping awning face so long as they are appropriately sized in the context of other nearby signs, but should generally not exceed 12 inches in height.
- Logos and other design elements applied to the sloped face of awnings should not exceed 10% of the awning face.
- Letters, logos and other design elements applied to the sides (e.g., closed ends of awnings) should be smaller than those on the front of the awning valence, and should not exceed 40% of the awning end panel area.

2

Minimize signage on upper level awnings.

- Awning signs at windows above the ground floor are permitted at the discretion of the Sausalito Historic Landmarks Board and Planning Commission.
- Upper level awning signs are limited to the name of the business or generic description of products or services (e.g., fine arts, tailor).



Window Signs

1

Limit the type and amount of information placed on business windows.

- Window sign copy should include only business name, address, hours of operation, emergency telephone numbers, and business tenant logos. An exception may be granted for creative signage proposals.
- Window sign area should not exceed 25% of any single window area, nor 10% of the aggregate ground floor window area.
- Sign copy should not exceed 8 inches in height.
- Store information copy (e.g., hours of operation) under 1 inch in height and credit card logos under 2 inches should be counted in calculating the percent of window coverage, but need not be counted in the maximum sign area allowance.

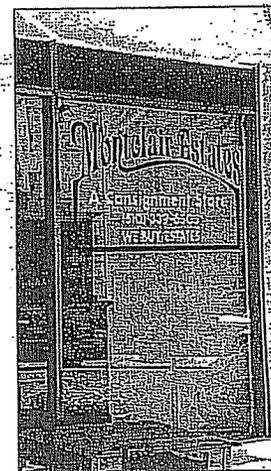
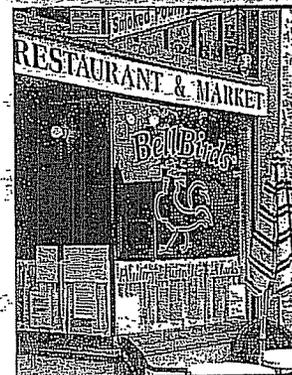
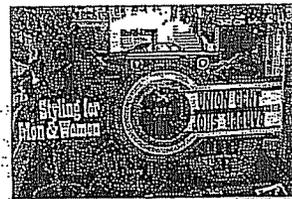


2

Use special window graphics to express the unique personality of a business.

Special window graphics are included in the overall sign area and the maximum window coverage limitations. They are permitted at the discretion of the Sausalito Historic Landmarks Board and Planning Commission based upon the following criteria:

- Signs effectively express the type of business located on the premises.
- Signs relate positively to the character, scale, and color of the building structure, awnings and other signage.
- Signs contribute to the quality, liveliness and interest of the Historic District without conflict with other adjacent businesses.



Window signs offer a variety of information to passing pedestrians.

Window signage generally contains only text, but in special circumstances can express a special business identity and personality through the use of graphic logos or images combined with color.

Any interior signage not exempt from these standards, as noted on page 4, will be considered window signage and subject to the coverage and sign area limitations of these guidelines.

Letters and graphics should be applied directly to glazed window surfaces. Signs taped to windows or suspended independent of the glass are not allowed.

Window signs with gold lettering and black or dark red outlines are especially appropriate for use in the historic district.

Sign Guidelines

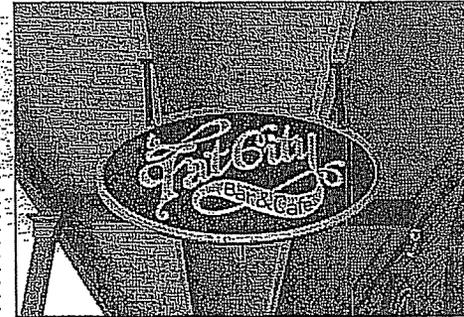
Hanging signs are similar to Projecting Signs except that they are suspended below awnings, balconies or beams, and are generally smaller in size.

They may be of simple shape and design or fanciful with irregular outlines and multiple colors.

Hanging Signs

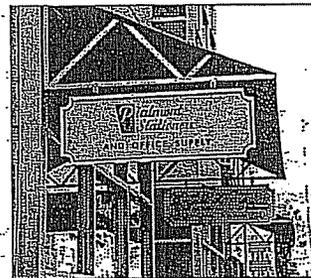
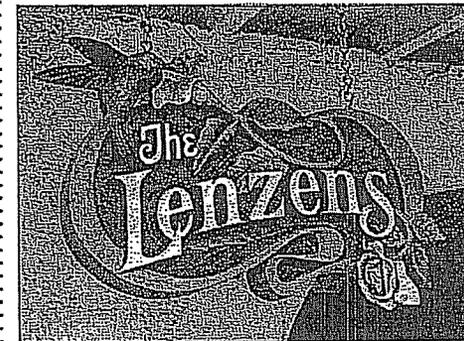
1
Keep hanging signs relatively small in size.

Most hanging signs are close to pedestrian level and therefore should be limited to 4 square feet in area. Exceptions may be granted at the discretion of the Sausalito Historic Landmarks Board and Planning Commission for hanging signs with higher mounting heights so long as the sign is in scale with the building and its adjacent architectural and signage environment.



2
Mount hanging signs perpendicular to pedestrian movement patterns.

A minimum clearance of 8 feet above pedestrian areas should be maintained.



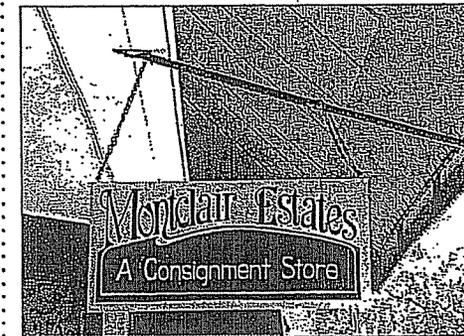
Do This



Not This

3
Design signs to be appropriate for close viewing distances.

Since signs will be close to pedestrian eye level, carved wood, smaller details, and subtle detail can add visual interest to hanging signs.



Plaque Signs

1

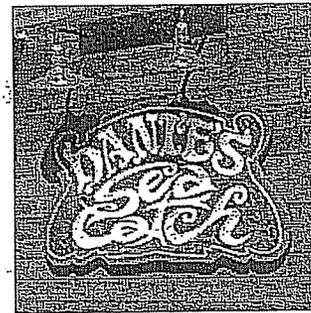
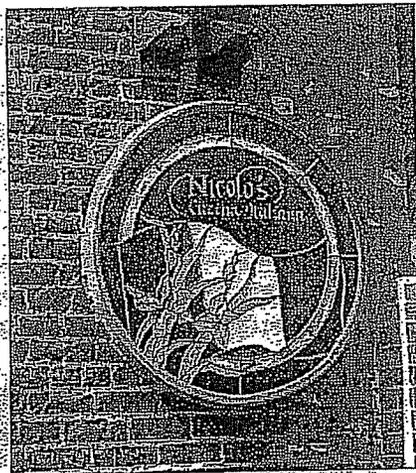
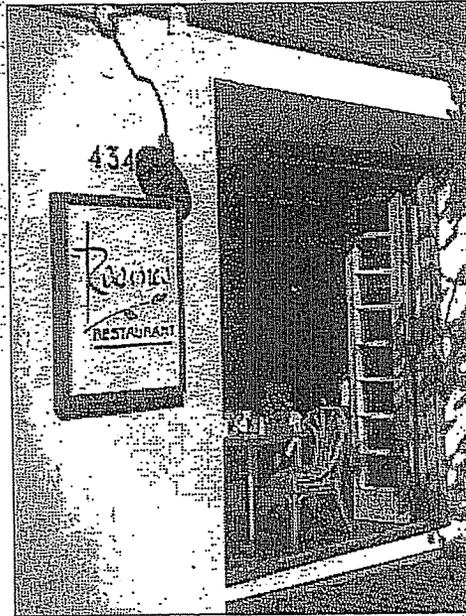
Place plaque signs on wall surfaces near tenant entries.

2

Design plaque signs to fit within an imaginary rectangle with a maximum area of 3 square feet.

3

Limit plaque sign projections from wall surfaces to a maximum of 3 inches.



Plaque signs are small versions of wall signs which are attached to surfaces adjacent to shopfront entries. Generally they are limited to the business name and/or logo.

Plaque signs are designed for viewing by pedestrians at close range.

Historic designation plaques are encouraged, and are subject to review and approval but not counted in the calculation of maximum sign area.

Sign Guidelines

Tenant Directory Signs are intended for buildings which have multiple tenants who do not have direct frontage on a public street. Buildings with upper floors and those with businesses located in courtyards are two examples.

Tenant Directory Signs which are intended to be read from passing automobiles are not appropriate in the Historic District. Directories should be oriented to pedestrian traffic in the immediate area.

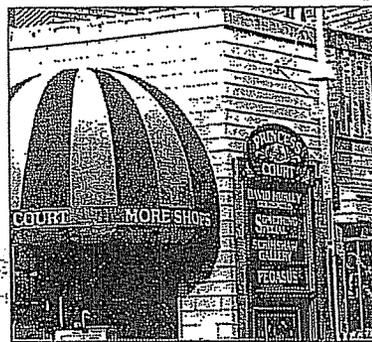
Directory Signs

1 Use directory signs only where essential for primary business identification.

Tenant directory signs are allowed at the discretion of the Sausalito Historic Landmarks Board and Planning Commission. Applications must be accompanied by a written authorization of the building owner.

Signs may be used for the following:

- Multiple businesses located in courtyards separated from public streets.
- Multiple businesses located above ground floor level.



2 Minimize the size and prominence of directory signs.

Signs should be mounted flat against a solid wall or incorporated into a free standing kiosk located wholly on the property on which the tenants are located.

Sign copy may include the following:

Building or project name

Project Logo

Address

Business Tenant Names

Suite Numbers or Letters

Project name letters or project logos should not exceed 6 inches in height.

All other sign copy should not exceed 2 inches in height.

3 Provide signs with a strong visual quality.

Interesting frames and sign designs are encouraged.

Changeable sign panels may be used so long as the changeable part consists of the entire name of the business and other related information such as suite number. Individual letter changeable signs should not be used.

Address Signs

1

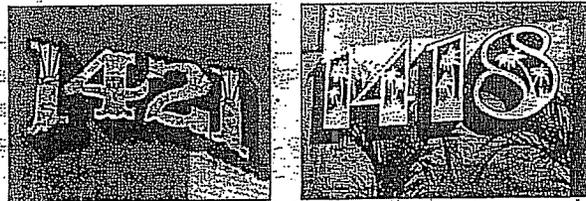
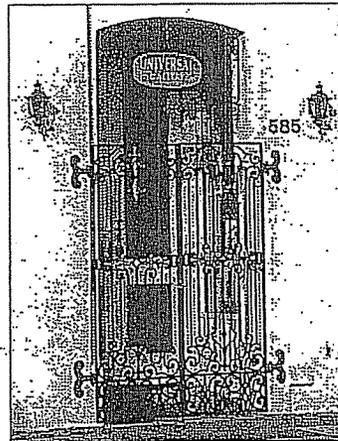
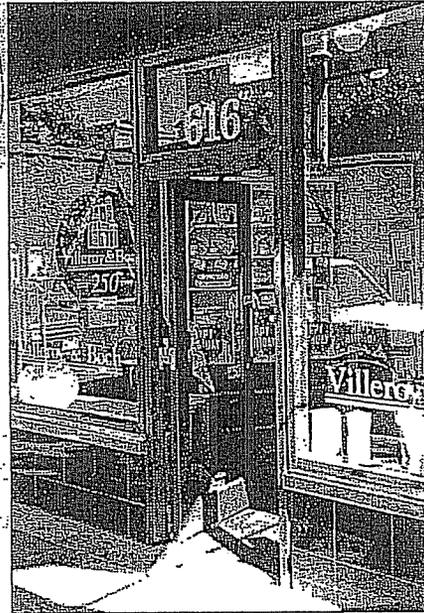
Address signs should be prominently displayed facing the street.

- Signs should include only the street address number.
- Signs may be placed on doors, transoms or on wall surfaces adjacent to entries.

2

Size, location, type style and the design of address signs should be appropriate to the character of the business and the building.

- Address signs are at the discretion of the Sausalito Historic Landmarks Board and Planning Commission.
- Script lettering is discouraged.
- Individual numbers on glass surfaces on or above doorways are strongly encouraged. Numbers on glass placed in another color field as available from hardware stores are discouraged.



Easy to see and easy to read address signs are strongly encouraged to assist Historic District shoppers and other business patrons in finding their destinations.

Address signs 4 inches or less in height are not included in the calculation of maximum sign area.

Sign Guidelines

The Sausalito Historic District has many good restaurants. Attention to the design of menu displays easily visible from adjacent pedestrian areas can do a great deal to enhance the overall image of the district as a quality restaurant center.

Menu Signs

1

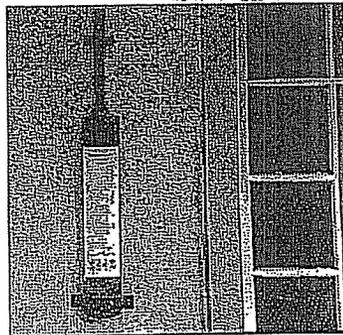
Provide menu signs for all restaurants with sit-down dining.

- Restaurant menu signs are not included in the calculation of maximum sign area.
- Restaurant menu signs should incorporate an actual menu or reasonable facsimile thereof containing food served, prices for each item and other relevant information pertaining to service and pricing.

2

Locate menu signs prominently near restaurant entries.

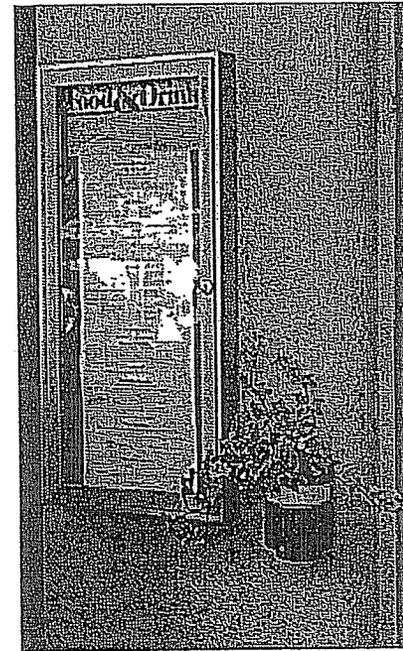
- Signs should be mounted on walls adjacent to restaurant entries.
- In cases where adequate wall space is unavailable, menu signs may be mounted in window areas near the entry. However, care should be taken in the visual presentation of the sign. Menus should not be taped to the inside of windows and doors.



3

Size, location, type style and the design of menu signs should be appropriate to the character of the business and the building.

- Sign boxes or plaques made of quality wood or metal with interesting design features are encouraged.
- Subtle nighttime lighting is encouraged.



Temporary Signs

1

Approval must be received for all Temporary Signs.

All temporary signs must be approved by the Community Development Director.

Exceptions

- #1 The following temporary signs are allowed without approval so long as they are placed in windows near business entries and do not exceed a total aggregate area of 3 square foot.
- Announcement of special or infrequent events by Charitable Organizations with a fixed place of business in Sausalito.
 - Information on special activities including, but not limited to, activities held at community or cultural centers in Sausalito.
- #2 Temporary enue signs for restaurants and art galleries listing currently featured artists signs are allowed without approval so long as they are placed in windows near business entries and do not exceed a total aggregate area of 1 square foot.

2

Temporary banner signs may be preapproved.

Banner signs for changing events (e.g., featured artist of the month) may be approved by the Sausalito Historic Landmarks Board and Planning Commission.

Once the location, supporting brackets and general banner design are approved, individual banners may be approved by the Community Development Director under the temporary sign guidelines.

3

Temporary signs announcing retail sales should conform to the following criteria:

- Signs to be no more than 3 square feet in area.
- Letters to be no larger than 6 inches in height.
- The aggregate area of all temporary signs on a business tenant frontage to be no greater than 10% of the display window area.
- Signs should not be illuminated, luminescent, fluorescent, or have any characteristic that would make them incompatible with the character of the Historic District.

4

Temporary real estate sale or lease information, and construction, alteration and repair signs should conform to the following criteria:

- Signs to be no more than 3 square feet in area.
- Letters to be no larger than 3 inches in height.
- The aggregate area of all temporary signs on a business tenant frontage to be no greater than 6 square feet.
- Signs should not be illuminated, luminescent, fluorescent, or have any characteristic that would make them incompatible with the character of the Historic District.

Temporary Signs are generally constructed of paper, cloth, canvas and other light-weight materials.

They are used to provide information on events or conditions of a short and limited time duration.

- *The number and duration of display of all temporary signs are at the discretion of the Community Development Director.*
- *Temporary signs may be displayed for a period no greater than 30 days and displayed no more than four times a year without specific approval regardless of content.*
- *A period of at least 30 days must occur between any of the four display periods unless waived by the Community Development Director.*

Sign Guidelines

Within lively and unique commercial areas, there are often proposals for creative signs which do not fit within the categories or guidelines outlined in the previous pages of this document, but which could make a positive contribution to the image and success of the area.

Moveable signs, such as those used for valet parking and for hotel, inn and bed and breakfast vacancies, must be approved by the Sausalito Historic Landmarks Board and Planning Commission prior to their initial use.

Business owners are strongly encouraged to design unique and attractive signage for these special uses which is appropriate to the historic district, and compatible with the village scale of Sausalito.

Special Signs

1

Use special signs only when appropriate to the business and location.

Special Sign proposals will be subjected to exceptional review by the Sausalito Historic Landmarks Board and Planning Commission to judge their appropriateness to the Historic District. To be acceptable, they must be compatible with their location within a Historic District and meet one or more of the following criteria:

- Contribute to the vitality of the Historic District.
- Provide a better visual building and signage relationship for difficult buildings or locations.
- Maintain a size and character appropriate to the pedestrian scale of the Historic District.

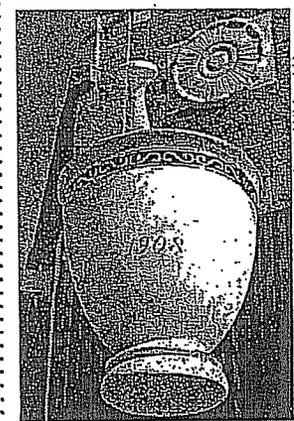


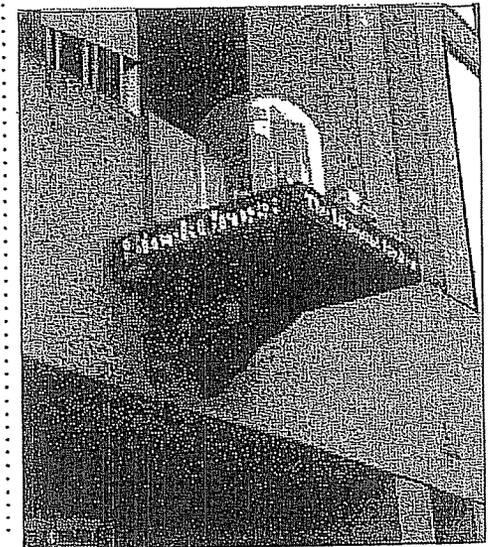
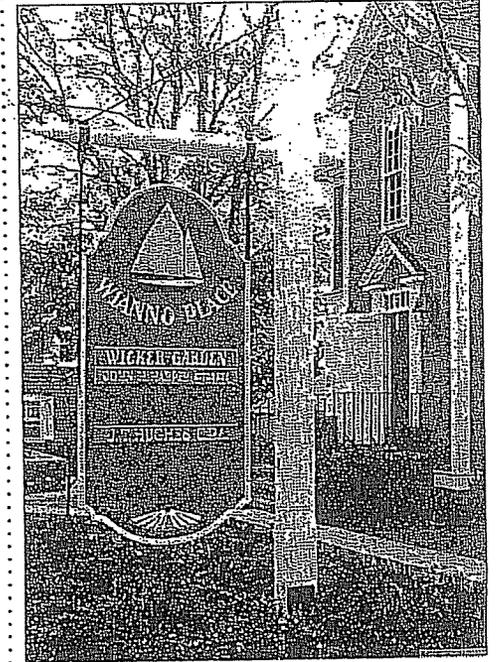
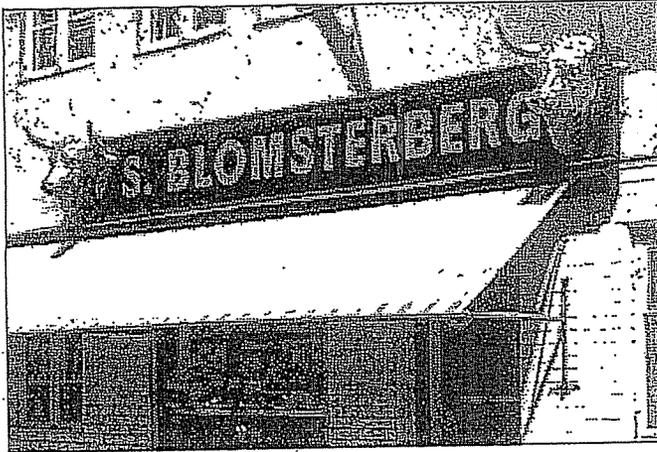
2

Special Signs shall exhibit a high level of creativity.

Special Signs should be unique, and relate especially well to both the business they represent and their location in relation to the architecture of the building and the character of the surrounding area.

Signs which are merely larger than allowed by the other guidelines contained within this document will not be considered as "Special Signs".





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These guidelines were prepared by the Sausalito Historic Landmarks Board and Planning Commission in consultation with the City Council and with input from property and business owners in the Sausalito Historic District.

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