

**Delta Sign Project  
Community Meeting #5  
Big Break Center, Oakley  
5/3/18**

**Meeting Notes**

**AGENDA**

1. Welcome and Introductions
2. Overview of the Sign Plan
3. Introducing the Delta Sign Plan Draft
4. General Discussion on Design, Colors and Locations
5. Other Comments and Suggestions
6. Draft Review Period --Extended through May 18th
7. Adjourn

**INTRODUCTORY COMMENTS AND PRESENTATIONS**

***Introduction to Big Break Center***

Mike Moran, Interpretive Supervisor welcomed everyone to Big Break and introduced everyone to the park facility and its key features.

***Overview Presentation***

Brandon provided an overview of the entire sign project; its background, purpose and rationale. He noted that the plan focused on specific type of signs to enhance the Delta as a place including: Welcome/Orientation, Watfinding, Placemarkers and Interpretive Panels. The plan does not call for the removal of any current signs.

***Sign Plan Draft Presentation***

Jenny and Tony presented the draft of the Sign Master Plan, explaining that the plan is meant as a guide not a directive.

- As Tony presented, there was a question about the use of iconography. The questioner wanted to know if the cities implementing the plan had to use the sample of proposed icons within the plan.

- Tony replied that the plan was meant to be flexible around the use of icons and the ones that were in the plan could be used but that those were meant as examples of what could be done. There was no iconography included as part of the scope of this plan. The plan is flexible enough to allow that icons to be designed later by interested parties. However, when it does come to creating new icons, he recommended that any new images should follow the design elements within the plan.

## **GROUP DISCUSSION**

- The purple color used to indicate Mt. Diablo does not look like Mt. Diablo. I think it is a color issue. I do think that Mt. Diablo should be in the logo but do not like the purple hue.
- If we are using Mt. Diablo, be sure to use the “right” perspective (i.e., from Holland Tract).
- I am not crazy about the colors. They should be colors that are evocative of the region (E.g., the colors of the region include the steel color of the river, the green from the landscape and the yellow of the mustard).
- I like the colors. I think the dark colors are better for driving because there is more contrast.
- I do like the graphics, the spacing and fonts- it is very refreshing.
- I do not like the windsurfing logo. It should be a more inclusive type of recreation, like canoeing or kayaking. Very few people windsurf. Look for other types of recreation that are more inclusive.
- I think there is only one spot where people windsurf. There are lots of spots where people swim, fish and sail.
- Also, I think that the Delta logo should have some green within the color scheme.
- Our reference for the color scheme came from an advisory completed several years ago with the current logo.
- There was some effort to make sure that this plan was consistent with the other efforts and the current signs out there.
- The older logo is brighter in the choice of colors.
- The colors reflect the brand standards and the colors from the original art (of the logo).
- The news signs look better and are more practical for driving.

- The old logo (i.e., the Marty Stanley image cannot be easily replicated (i.e., due to limits in how much it can be expanded or reduced).
- Here is a suggestion; you could possibly lighten the birds to white or gray and then change the purple to green.
- For place names on bridges, is there a way to add more information about the site?
- Yes, there is a new application, called “iBeacon technology” that could be used to pull in information to your cellphone.
- J. C., a local sign manufacturer, provided some premade samples of the proposed signs. He recommended that the plan use some common brands to get everyone on the same page. He suggested 3M colors and Matthews paints as two common brands that many people use, noting that the colors were accessible and easy to replicate.
- There were suggestions about other possible locations for signs:
  - Byron Highway
  - From Tracy going towards the Delta
  - Big Break
  - In Brentwood, near Delta Road and Marsh Creek intersection
  - On Hwy 113 from Hwy 12, near Suisun
  - Liberty Island, off Hwy 113
  - 8-Mile Road, near Stockton
  - Jefferson Road, just south of West Sacramento
- Some of the larger cities have their own color schemes. Antioch has three colors of blue.
- Our focus in the plan has been to create a unifying theme. We are trying to align the color of signs within the Delta to stay in a uniform pattern so that they are recognizable.
- Has there been any outreach to the cities?
- Yes, we have been reaching out the county offices and now we are starting to contact the cities.
- What are some of the common themes that represent the Delta as a place?
  - Agriculture
  - Wildlife
  - Recreation
  - Historic Landmarks (Call those out with technology)
  - Ryde Hotel
  - Sugar Mill
  - Sailing or canoe icons (not windsurfing)

- Music at local festivals and bars (Use audio clips)
  - Art Galleries (Use paintbrush icon)
  - Boating Access/ Boat Ramps (Be sure to call access points out)
  - Public Access
  - Natural history and science (Could use bird sounds on clips)
  - Use historical sound clips with the iBeacon Technology
  - Note the soil types in the Delta, especially peat
  - Science of the land is very interesting
- Icons should be similar in design so that they are unified
  - Is there anything else that should be included within the plan?
  - It would be great to have a link to some information about grant resources for people who implement the signs.
  - Possible links to local sign companies (Note: This is funded by public dollars and we cannot do anything like an endorsement).
  - I would use this plan if it used Delta colors. We all do need to come together and to “be” the Delta.
  - Could use something more neutral in colors
  - Note, if we use the Delta colors then the signs could disappear in the landscape. Part of the idea of using darker colors in contrast is to stand out.
  - It could go along way if the plan color scheme shifted to pastels. The Delta is a bright place and meant to be seen in shades of light. The current colors seem so dark.
  - It would be great to survey cities and counties to see what their concerns are.
  - The plan will be circulated around to all of the road authorities (cities, counties, etc.)
  - It would also be a good idea to consider some of those off-highway locations, especially to explore the use of private land for signs along Hwy 5.

*(Notes: Transcribed by Brad Morrison for the Delta Sign Master Plan)*