

### STAFF REPORT TOWN COUNCIL MEETING OF MARCH 12, 2013 BUSINESS ITEM

TO:

HONORABLE MAYOR AND MEMBERS OF THE TOWN COUNCIL

FROM:

BRIAN FRAGIAO, DIRECTOR OF PUBLIC WORKS

DATE:

**MARCH 5, 2013** 

RE:

**BLUE ANCHOR PARK PLAQUE** 

#### **Recommendation:**

Approve a concept direction and direct staff to work with KVO Industries, Inc. to design an 18" X 24" plaque that will be installed at the Blue Anchor Park at a cost not-to-exceed \$3,000.

#### **Issue Statement and Discussion**

At the January 8, 2013 Council meeting, staff was directed to draft a plaque design and consider the use of plastic or porcelain material rather than granite or bronze. Staff received information from KVO Industries, Inc. out of Santa Rosa, California that fabricate signs out of high pressure laminate and porcelain (see attached brochure). Staff received an estimate for an 18" x 24" sign in high pressure laminate (\$1,025 w/ pedestal) or porcelain (\$2,495 w/ pedestal).

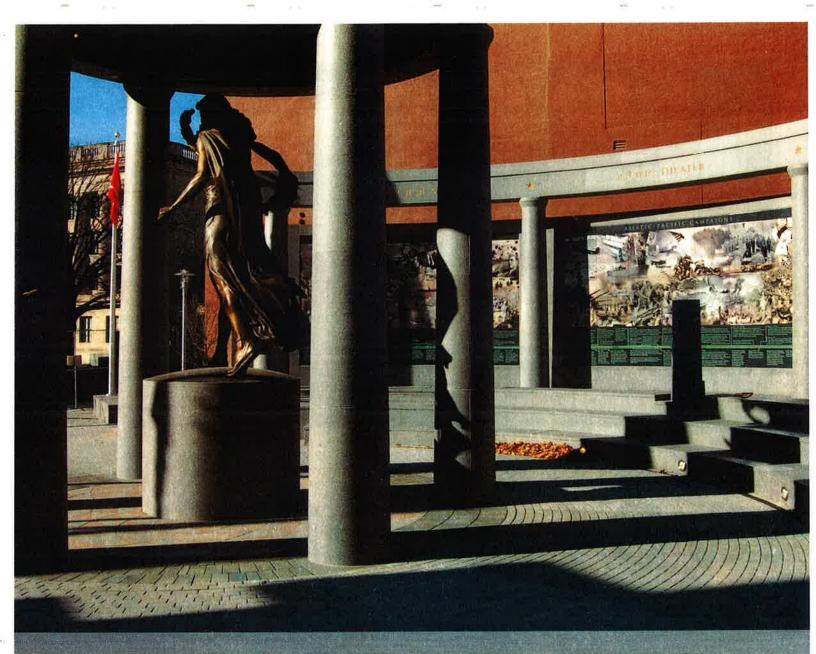
Staff has put together two examples of artwork for the plaque. Also attached is a background page put together by Councilmember Ucovich that could be added to the plaque.

#### **CEQA Requirements**

This project is exempt under the California Environmental Quality Act (CEQA) Sections 15301(c&d) (Class 1),"Existing Facilities" of the guidelines.

#### Financial and/or Policy Implications

Funding will come from the Park Development Fee Account currently at \$215,000.



KVO Industries, Inc.

Products and
Services Guide





Vitratek Porcelain Enamel was used for these interpretive exhibits located along the rugged shore of Daly City, California. Durable, weather resistant signage was a must for this location due to its combination of year round log and bright sunshine.

# KVO Industries, Inc.

VO Industries, Inc. is a service oriented signage company that is dedicated to quality, and committed to excellence. Our philosophy is simple: deliver the highest quality products with outstanding customer service. We offer a versatile line of high quality signage materials, a wide range of durable exhibit bases and affordable creative solutions designed to suit a wide range of applications and budgets.

The leadership at KVO Industries has over 100 years of combined experience in the sign and graphics industry. Our staff of experienced, highly trained employees are all experts at their craft and work in a state-of-the-art production environment. This high level of professionalism ensures that our clients get the best possible results in all facets of their projects.

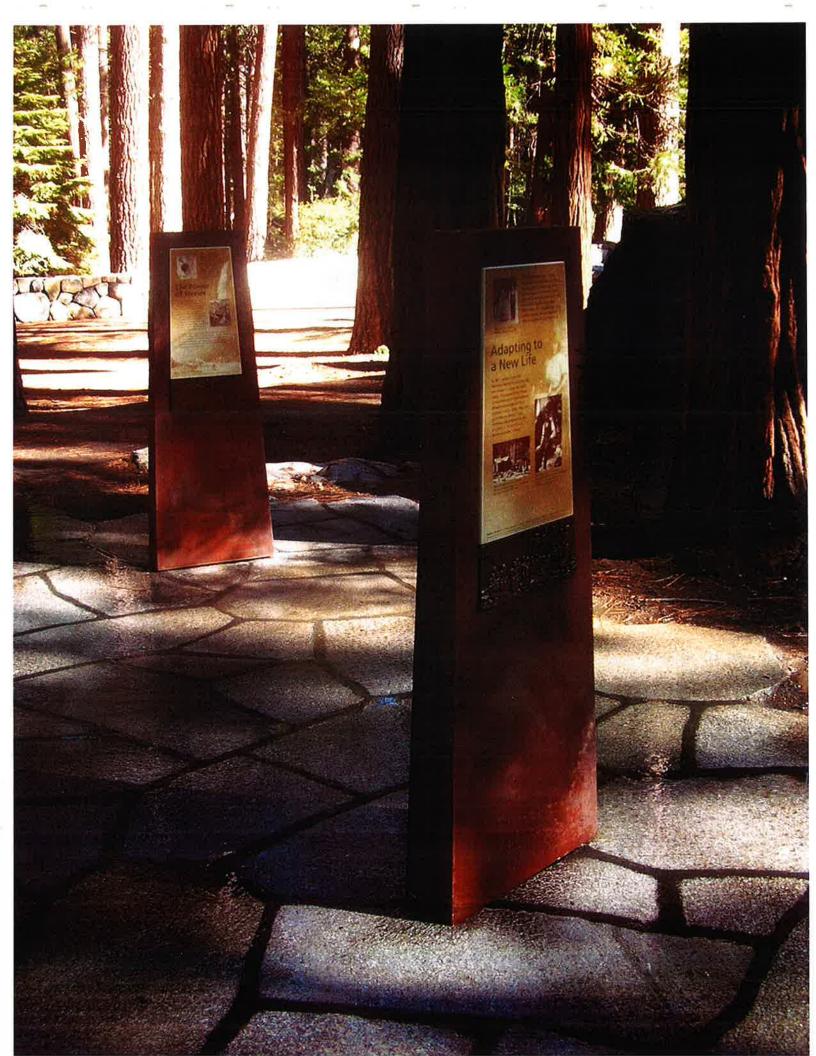
Landscape architects, national parks, public artists, retail developers, environmental designers, exhibit fabricators, and many more organizations have all turned to KVO Industries for quality products and services to meet their interpretive, wayfinding and environmental graphics needs.

Whether it is manufacturing complicated interpretive exhibits for a high-profile project like the Independence Visitor Center, home of the Liberty Bell, or designing cost effective trail maps for small public parks, KVO provides all of our clients with individualized solutions that help lead to successful projects.

We know you have many choices for your signage needs and we appreciate the opportunity to show you our capabilities. Contact us to discuss how we can help your next project be a success.

#### Right

Custom wax-finished Corten steel structures display Vitratek Porcelain interpretive panels and bronze relief illustrations that describe the fascinating history of the Yosemite Valley. The natural finish of Corten blends seamlessly with the surrounding beauty of one of the most visited National Parks in America.





KVO designed custom legs and combined them with double-sided routed High Pressure Laminate to create these colorful signs at Morse Community Park Playground.

#### Top Right

High Pressure Laminate is the perfect signage material for reproducing vibrant photography and detailed artwork. Devils Tower National Park combined HPL with beautiful custom frames to create stunning interactive interpretive exhibits for their visitor center.

# Signage Materials

VO Industries manufactures signage materials designed to cover a wide range of applications and budgets. We understand that all projects are unique and we work closely with our clients to help them determine which materials are best suited for their specific project.

Graphic quality, vandalism concerns, UV resistance, durability, installation details and cost are all factors that ultimately dictate the appropriate signage material for any project.

KVO Industries combines proven manufacturing methods with proprietary imaging techniques to create Vitratek Porcelain Enamel. Colored glass is fused to a steel substrate at extremely high temperatures to create one of the most durable and beautiful signage materials available.

Featuring remarkable graphic quality, rich color, numerous imaging possibilities and endless design options, Vitratek is the material of choice for high-profile, prestigious projects where uncompromising quality is required.

High Pressure Laminate (HPL) is our most versatile signage material. A combination of digitally imaged paper impregnated with melamine resins, a special UV resistant overlaminate, and layers of phenolic resin-impregnated kraft stock are pressed together under intense pressure and heat to create very durable, solid core panels.

This product is easily cut to any shape and offers a variety of simple installation methods. HPL comes in both interior and exterior grades for a wide range of applications.

#### **Bottom Right**

Rocky Mountain National Park in Colorado is a hostile environment for interpretive signage. It's no wonder that Porcelain Enamel is the choice for parks in extreme climates like this around the country







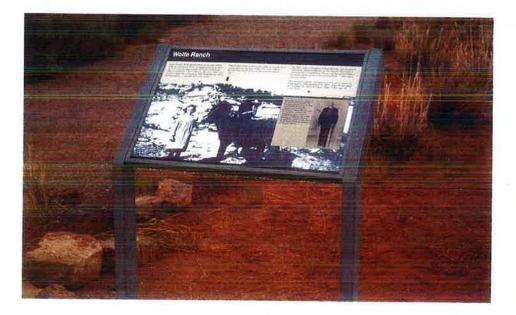
#### Custom Exhibit Bases

KVO Industries has manufactured over 30 of these elegant exhibit bases designed by Leslie Stone Associates. They are constructed of Corten weathering steel with flared bases and a unique framing system designed to hold custom flanged panels.



#### KVO Style Exhibit Bases

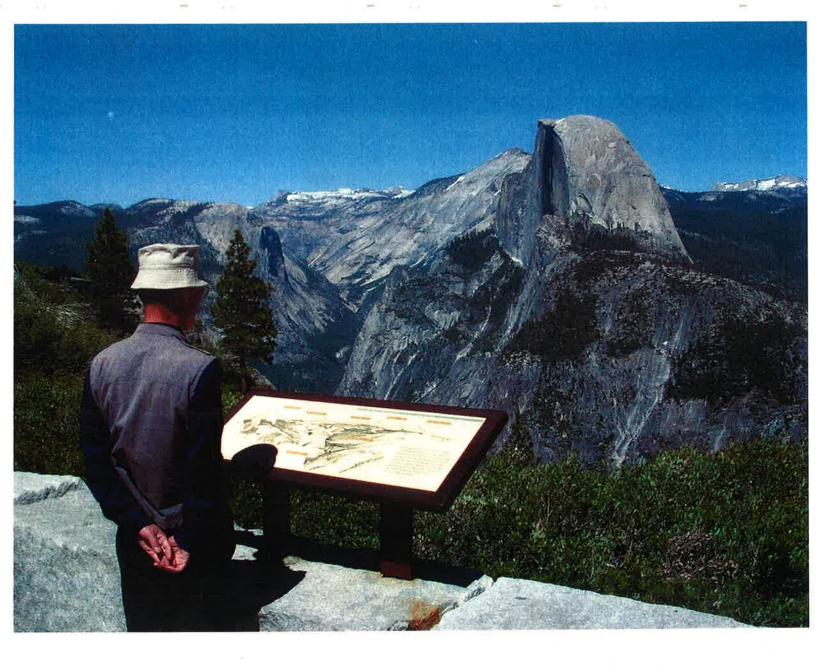
KVO's exhibit bases come in several popular designs and feature an elegant panel mounting system for easy installation and a clean final appearance. With over 12 standard powder coated finishes and a Corten weathering steel option, our exhibit bases look great in any environment.



#### National Park Service Style Exhibit Bases

Durable aluminum exhibit bases, like this cantilevered model, have been widely used by the National Park Service for many years. They are available in a number of attractive styles with either a polyurethane paint or optional powder coated finish.

For a complete list of available standard exhibit bases and more information about custom options visit www.kvoindustries.com



## **Exhibit Bases**

VO Industries offers an extensive line of durable exhibit bases to display your graphic panels. We have numerous standard styles to choose from and keep many of our most popular sizes and colors in stock, enabling us to ship them in a very timely manner. All of our exhibit bases come with detailed assembly and installation instructions, ensuring an efficient and accurate installation.

KVO has designed a line of standard exhibit bases that suit a variety of practical and aesthetic requirements. These attractive bases are available in either powder coated aluminum or Corten weathering steel. KVO aluminum exhibit bases are available in twelve standard colors with optional color matching available. Our Corten steel frames ship pre-rusted, with a wax finish that create a beautiful and maintenance-free product.

We also offer a line of National Park Service (NPS) style exhibit bases. These durable aluminum frames are available in three standard paint or optional powder coated finishes.

For projects that require a more customized approach, KVO can provide uniquely designed exhibit bases and installation solutions that can help make your vision a reality.



Over a dozen wayfinding exhibits were designed, illustrated and produced by KVO Industries for both Howarth Park and Spring Lake Regional Park in Santa Rosa, California Working closely with both parks, KVO tailored custom solutions that fit their tight budgets and exceeded their high expectations.

#### Righ

KVO manufactured more than 80 high resolution porcelain enamel graphic panels for nearly 60 large scale interpretive exhibits for the Independence Visitor Center in Philadelphia, Pennsylvania KVO Industries also provided scanning and production art services as well as finalized shop drawings and custom aluminum brackets for this installation.

# Capabilities

t KVO Industries our focus is on quality, and our manufacturing facility reflects this. We have invested in only the best equipment, tools and technology to help us produce the most beautiful and durable signage products available.

We designed our facility for maximum flexibility, allowing us to execute both large industrial and small detail oriented projects with equal efficiency and quality.

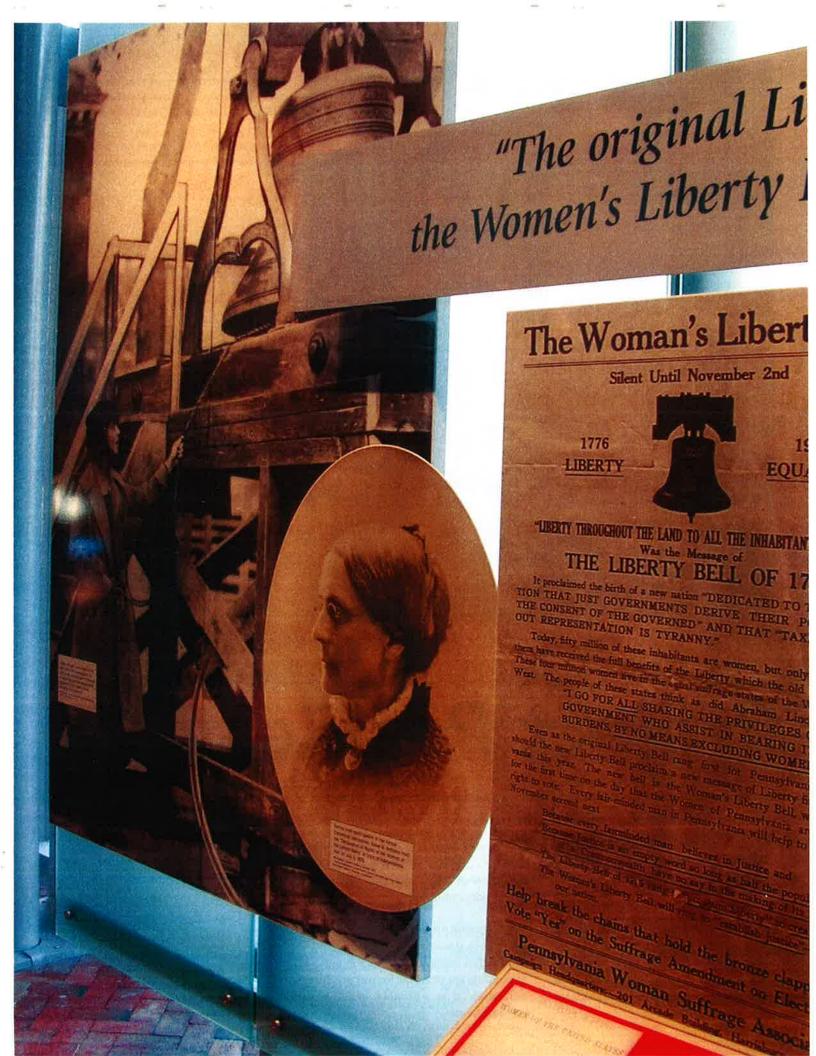
KVO's staff has been producing porcelain enamel signage since 1984 and have invented many of the processes in common practice today. Recent advances in our proprietary imaging process have produced some of the most stunning images ever produced in this medium, with quality comparable to the best off-set printing.

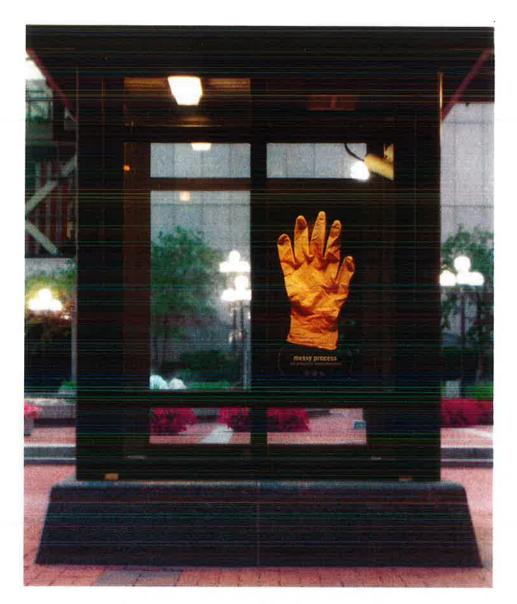
All metal used to create our products is laser cut from digital files, and hand finished allowing us to produce complicated shaped graphic panels and custom exhibit bases while maintaining exacting tolerances.

Our advancements in digital color reproduction and accurate proofing ensure that our clients do not get any surprises when they receive their final project.

Our team of digital graphics professionals and project managers draw on years of multi-disciplined experience in the sign and graphics industry to provide helpful services to our clients that are both creative and technically sound.

These services include: installation solutions, custom mounting and framing design, detailed shop drawings, value engineering, graphic design, illustration and prepress services.





Designer Keith Christensen's stunning designs are displayed along the Hiawatha Light Rail System in Minneapolis, Minnesota, Extremely resistant to both graffiti and the elements, high resolution Vitratek Porcelain Enamel graphic panels are a great solution for urban wayfinding, interpretive and mural projects.

# **Project Profiles**

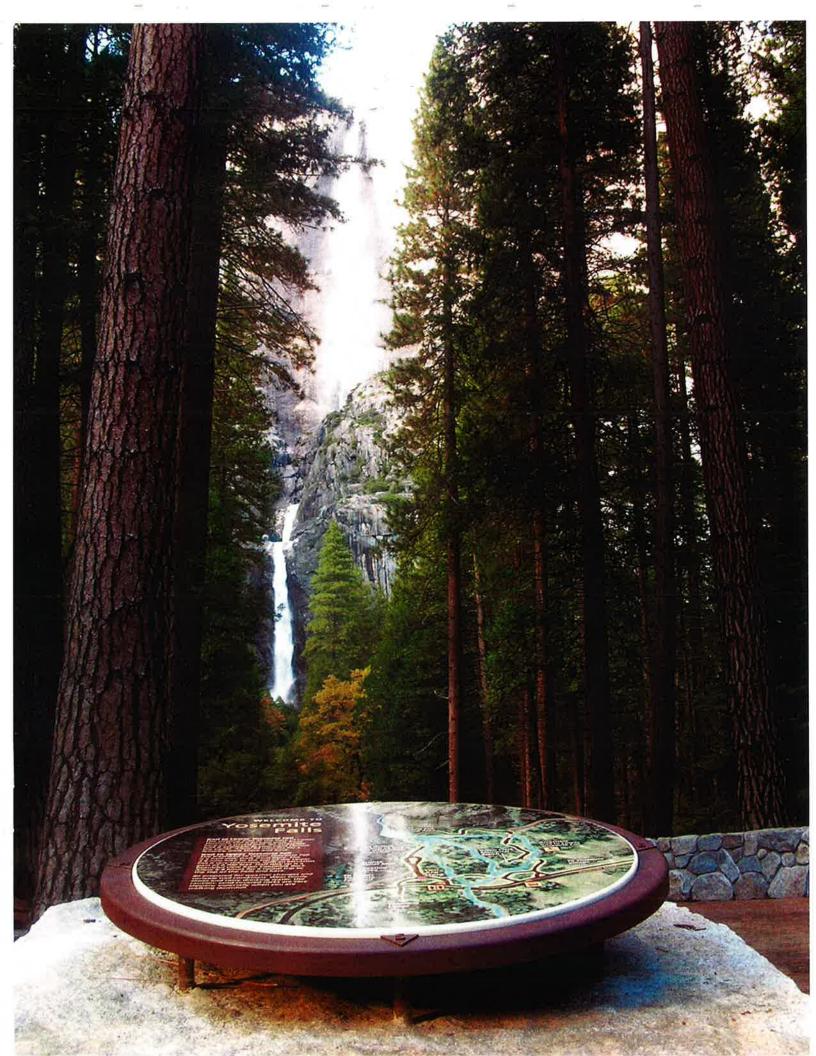
t KVO, well executed projects are the key to our ongoing success. From large scale porcelain enamel murals for busy urban environments to economical High Pressure Laminate wayfinding systems for small public parks, KVO Industries has had the opportunity to work on a wide range of projects, in a variety of industries, for a diverse group of clients.

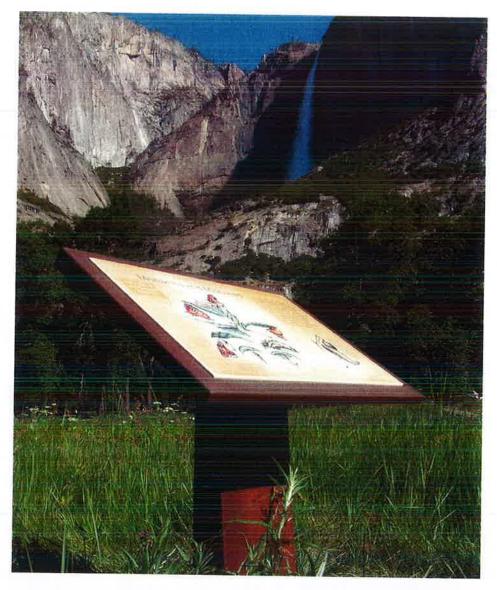
Our clients always receive the highest level of customer service and support, regardless of their project's scope, scale, complexity or budget.

The following project profiles have been selected to showcase the range of KVO's production capabilities and the variety of possible applications for our products and services in a number of different environments.

#### Right

Vitratek Porcelain Enamel's combination of life long fade resistance and high resolution graphic reproduction ensures that these wayfinding exhibits will be as beautiful and useful to visitors of Yosemite National Park twenty five years from now as they were the day they were installed.





Project: Yosemite Valley Upgrades Location: Yosemite National Park, CA Designer: Leslie Stone Associates

Yosemite National Park, located in the Sierra Nevada Mountains of central California, is a setting so spectacular and awe-inspiring that it is often referred to as the "Crown Jewel" of the National Park system.

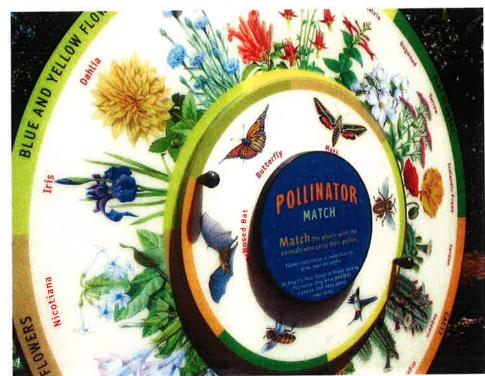
Leslie Stone Associates' beautifully designed interpretive and wayfinding exhibits highlight the history, culture and natural beauty that make Yosemite Valley one of the most visited destinations in the world.

KVO Industries manufactured and installed over 40 Corten steel exhibit bases and high resolution Vitratek Porcelain Enamel graphic panels that will provide a lifetime of resistance to the extreme weather conditions of the Sierra Nevada Mountains.







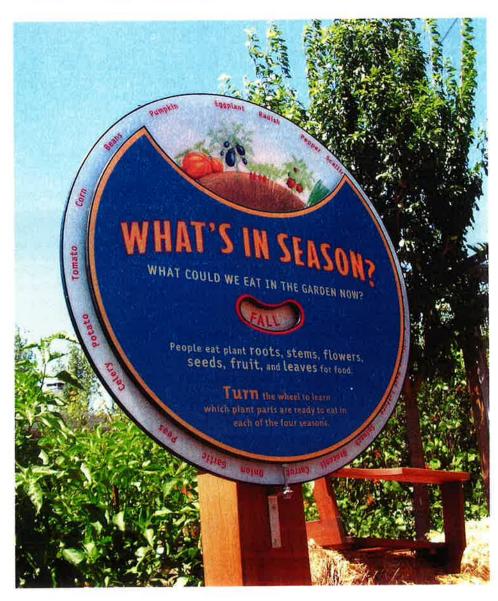


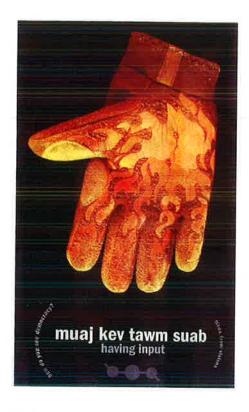
Project: Copia Kids Garden Location: Napa, California Designer: Wowhaus

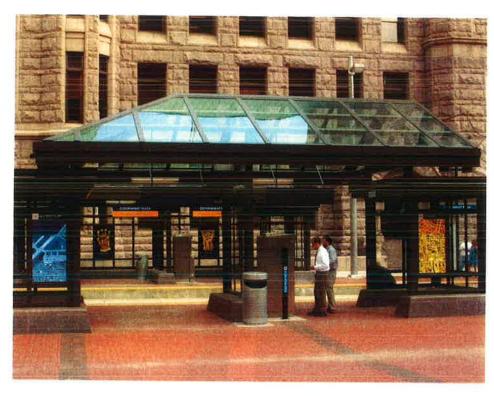
Located in California's Wine Country on the banks of the Napa River, COPIA is a world famous cultural center that focuses on food and the arts. The Copia Kids Garden is not only a real working garden but also a fun, interactive experience for young people.

Berkeley design firm Wowhaus combined exquisite illustrations and beautiful graphic design with clever interactive elements to create exhibits that encourage visitors to explore the origins of the food they eat.

High Pressure Laminate was used to preserve the integrity of the high quality graphics and also provide a durable product that could not only withstand the summer heat of the Napa Valley, but also the interest of thousands of little hands.





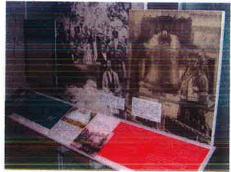


Project: Government Plaza Station (Hiawatha Light Rail)

Location: Minneapolis, Minnesota Designer: Keith Christensen

A combination of bold photography, subtle background elements and transparent overlay graphics are reproduced with stunning results in this series of Vitratek Porcelain Enamel exhibits exploring democracy and how people connect with one another and their government.





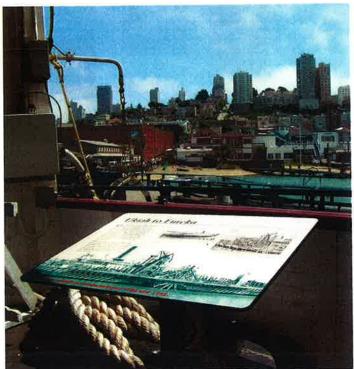
Project: Liberty Bell Visitor Center Location: Philadelphia, Pennsylvania

Designer: UJMN

**Exhibit Fabrication: Maltbie** 

Over 80 Vitratek Porcelain Enamel graphic panels help bring the rich history of the Liberty Bell to life in UJMN's beautifully designed interpretive exhibits at the Liberty Bell Visitor Center in Philadelphia, Pennsylvania.





Project: San Francisco Maritime National Historical Park

Location: San Francisco, California

Designer: San Francisco Maritime National Historical Park

The designers and craftsmen at the San Francisco Maritime National Historical Park have used Vitratek Porcelain Enamel and High Pressure Laminate to construct many exhibits telling the story of San Francisco's colorful and diverse maritime heritage.





Project: Sanctuary Scenic Trail Location: Santa Cruz, California Designer: Leslie Stone Associates

The Monterey Bay Sanctuary Scenic Trail provides opportunities to enjoy and learn about one of the most ecologically unusual and scenic bodies of water in the world. Unique hand-made Corten steel bases fabricated by Fox Welding display vibrant Vitratek Porcelain Enamel interpretive panels designed to withstand the corrosive salt air of the California coast. This project was sponsored by The Monterey Bay National Marine Sanctuary.





Location: Richmond, California Designer: Mayer / Reed Fabrication and Installation: Scott AG

Project: Richmond Bay Trail

Richmond, California played a significant and nationally recognized part in the World War II Home Front. Vitratek Porcelain Enamel interpretive panels mounted to architectual blades highlight this areas contribution to this chapter in America's history.





Project: Spring Lake Park Location: Santa Rosa, California **Designer: KVO Industries** 

These trail maps have been well received by bikers and hikers of this beautiful city park. Fabricated of High Pressure Laminate, these double-sided exhibits are durable and cost effective.



Project: Sea Wall at David Lam Park Location: Vancouver, British Columbia

Designer: Gisele Amantea

Red Horizontal, the name of this striking public arts installation, is a 220 foot long Vitratek Porcelain Enamel mural set in the concrete seawall at David Lam Park





Project: Palm Springs Desert Museum Location: Palm Springs, California Designer: Artefact Design

HPL graphic panels were used to create interpretive exhibits and plant identification markers at the museum's water conservation demonstration garden. The program promotes both public awareness of water use in desert areas and illustrates the beauty of low water use plants.



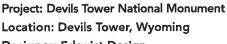


**Project: Embarcadero Pylons** Location: San Francisco, California Designer: Michael Manwaring

Commissioned by the San Francisco Arts Commission, these seamless Vitratek Porcelain Enamel pylons depict the rich history of San Francisco's downtown waterfront district. KVO Industries was chosen for this project due to our willingness to address the unique fabrication challenge of these impressive structures.

Project: Thornton Beach Location: Daly City, California Designer: KVO Industries

Located a stones throw from the epicenter of the great quake of 1906, Thornton Beach has an interesting history that few people know about. KVO Industries designed, illustrated and manufactured this series of interpretive panels that are displayed in KVO style exhibit bases.



Designer: Edquist Design

**Exhibit Fabrication: Fruland & Bowles** 

Outstanding color reproduction, and accourate cutting make HPL a perfect choice for projects like the colorful interactive exhibits at the Devils Tower Visitor Center.



Designed to look like the flags that signalmen once used to communicate at sea, these graphic panels spell out: Marina Bay, Richmond. Porcelain Enamel was used for its life long fade resistance and it's structural capabilities.

Project: Grand Forks AFB Storyboards Location: Grand Forks, North Dakota Designer: 319th Civil Engineer Squadron

Twenty Vitratek Porcelain Enamel interpretive exhibits detail the history of Grand Forks Air Force Base during the Cold War. Using HPL and custom hardware, KVO also produced a portable set of these exhibits to be used for off-site educational purposes.

Project: Waikiki Historic Trail Location: Honolulu, Oahu, Hawaii Designer: Charles H. Palumbo, Architect

Porcelain Enamel panels are housed in frames shaped like surfboards creating distinctive interpretive exhibits that describe Waikiki's unique history.









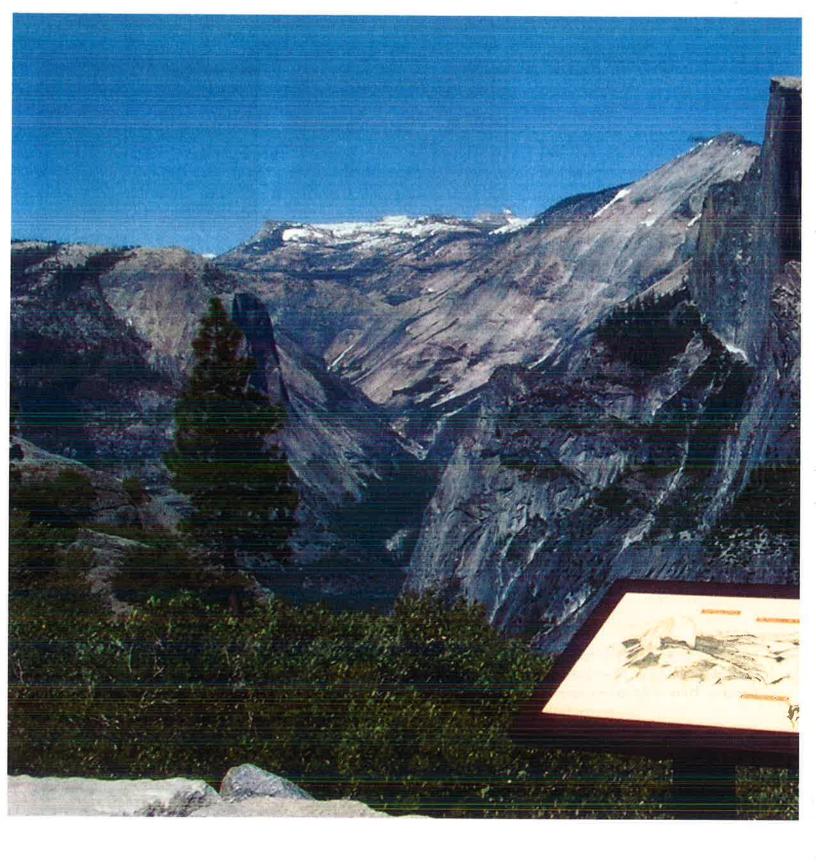


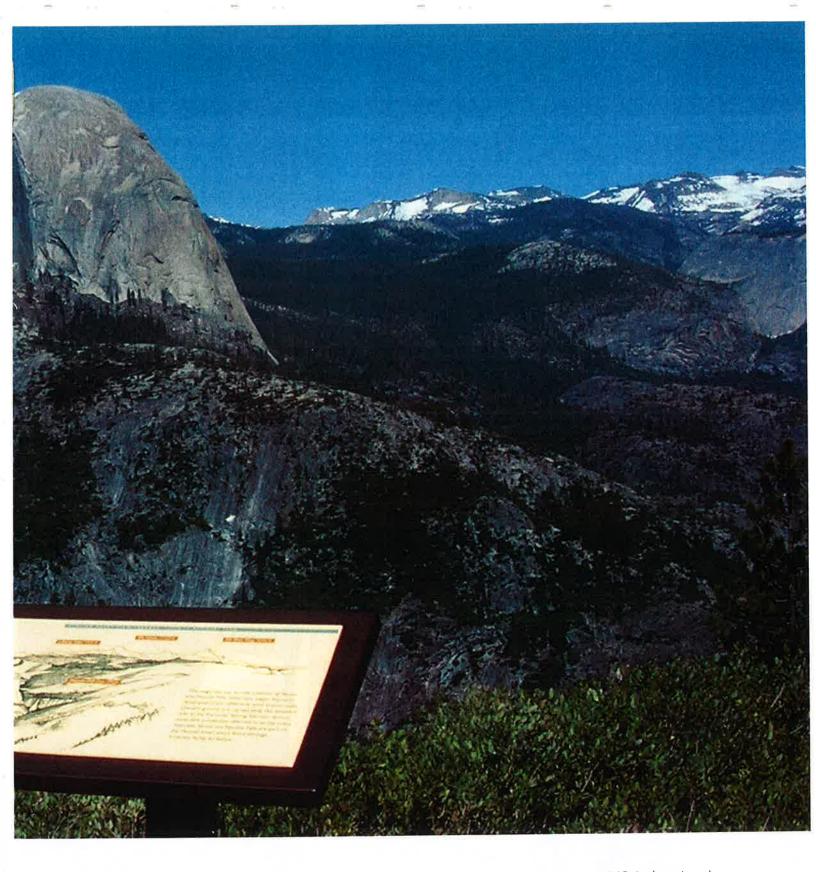








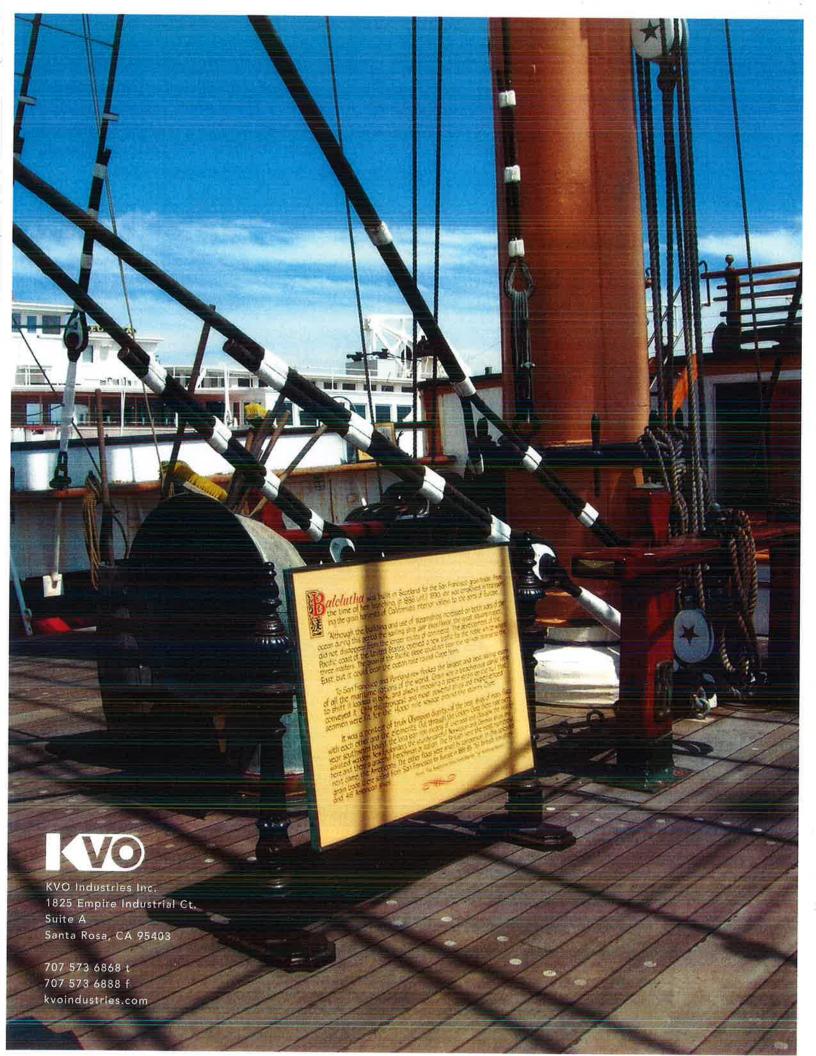




or more information about our products and services or to request product samples please call us at 707-573-6868. Our office hours are between 8:00 A.M. and 5:00 P.M. PST or visit us on the web at www.kvoindustries.com.

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Date	January 18, 2013	
Quote #	8041	
Subject	Price Quote	<b>№ Initial Quote</b>
Attention	Brian Fragio	O Revised Quote
Address	Town of Loomis	
	3665 Taylor Road	O Firm Quote
	Loomis, CA 95650	O "Ballpark" Quote
Phone	916.652.1840 Fax 916.652.1847	O Hard copy in the mail

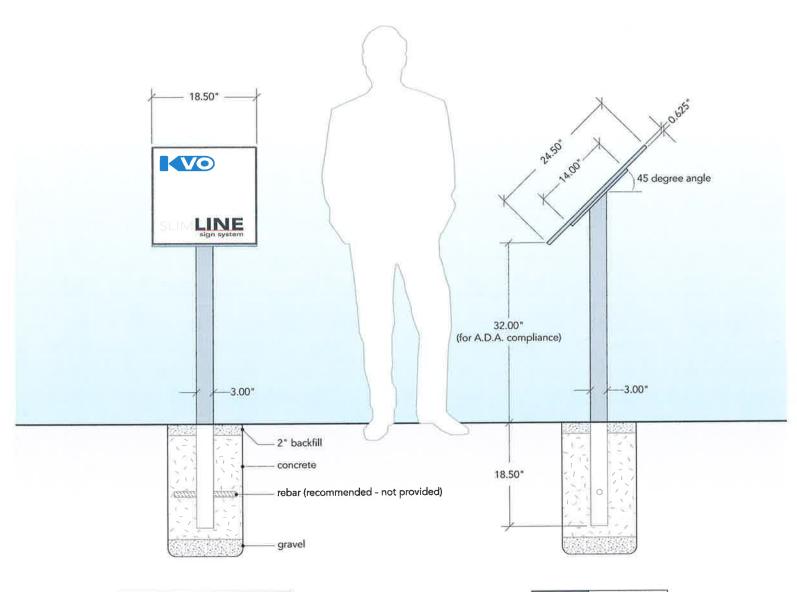
Thank you for the opportunity to provide you with this quotation for your project. Please review this quotation carefully and call us immediately if you have any questions or concerns. It is also important that you read and understand the attached terms and conditions.

ITEM	DESCRIPTION	UNIT	SUB-TOTAL
A	1 @ 18" x 24" x ½" Ext. Grade High Pressure Laminate.  - Includes (4) threaded inserts required for mounting to KVO Slimline Frame  - Includes digital proof for each unique panel  - Art supplied on disk to KVO's specifications.	\$385.00	\$385.00
A1 (option)	<ul> <li>1 @ 18" x 24" x .625" Flanged Vitratek Porcelain Enamel panel</li> <li>Printed with CMYK over background</li> <li>Includes backer with (4) threaded inserts for mounting to KVO Slimline Frame</li> <li>Digitally printed paper proofs will be supplied prior to fabrication</li> </ul>	\$1,855.00	\$1,855.00
В	1 @ 18" x 24" KVO Slimline Style Single Leg Pedestal Frame - KVO Model 1824 SL SLP-AL for HPL or Porcelain Enamel panel - Aluminum construction, standard powder coat finish		\$595.00
С	Estimated shipping and handling		\$45.00

#### **NOTES**

- Add sales tax if applicable.
- Project bid FOB your location via ground freight.

- Does not include any holes, inserts, backers or mounting hardware unless noted above.
  Price includes standard file prep, we can provide file prep guidelines prior to production.
  Any revisions to your files once a project has started will incur additional charges (see attached terms and conditions).



ELEVATION VIEW | scale: 3/4" = 1'

SIDE VIEW scale: 3/4" = 1'

### Single Leg Pedestal (SLP)

### **Product Specifications**

Product ID: 1824 SL SLP-AL

Frame dimensions: 18.5" x 24.5"

Graphic panel dimensions: 18" x 24"

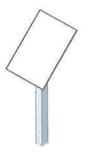
construction: aluminum (standard),

Corten weathering steel (optional)

Finish: powder coat (aluminum)

rusted and waxed (Corten steel)





### Site of Blue Anchor Packing Shed

On this site stood the Blue Anchor fruit packing shed. The Blue Anchor Fruit Shed was one of the largest fruit packing shed in Loomis. The shed was one of several in a series that the California Fruit Exchange built in Loomis. The California Fruit Exchange was an association of growers thought California and Arizona who grew and shipped their fruit to various parts of the United States. The first shipments of fruit marketed by the Exchange moved out in the month of May 1901. The first year district fruit shipment from the Loomis District was 80 full carloads, 12 part carloads, with a total shipment of 92.

In 1903 the name was changed to the California Fruit Exchange. The California Fruit Exchange was a grower co-op. The Loomis Agency of the California Fruit Exchange started operations about 1930 .The California Fruit Exchange built this building at that time. At some time about 1968 the name changed again to Loomis Agency of Blue Anchor Inc.

The sheds in Loomis packed a variety of fruits which included cherries, peaches, pears, and peaches. During packing season several hundred people were employed in the sheds. Fruit would be brought to the sheds by the local growers. In the shed the fruit was sorted, packed, and then place into chilled railroad cars which were taken to the ice plant in Roseville to be filled with ice before their trip across the United States .... The packing houses ,as they were know ,flourished until the 1960's . One by one the fruit sheds closed down as the supply of fruit dwindled in Placer County due to disease and competition from other areas of the state. The final shed(Blue Anchor ) closed in 1985. The Blue Anchor shed was destroyed by fire in 2002

There currently remains two of the original fruit sheds. Two blocks to the west is the **HIGH HAND** fruit shed shed and one block to the east is the **BLUE GOOSE** shed. The sheds have been converted to a variety of uses. A Restaurant, gift shops and Heritage Community Center are just a few of the things that can be found in them. They are open to the public



