



DATE: June 11 2013

AGENDA ITEM # 8

**TO:** City Council  
**FROM:** Kathy Kleinbaum, Economic Development Manager  
**SUBJECT:** Revised wayfinding sign design concept

**RECOMMENDATION:**

Approve the revised draft wayfinding sign concept and budget estimate for consideration in the Capital Improvement Program

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**SUMMARY:**

**Estimated Fiscal Impact:**

**Amount:** \$240,700 to \$506,650

**Budgeted:** To be considered for inclusion in the CIP

**Public Hearing Notice:** Not applicable

**Previous Council Consideration:** May 22, 2012; July 24, 2012; and January 8, 2013

**CEQA Status:** Not applicable

**Attachments:**

1. Original sign family design
2. Revised sign family design
3. Comparative size illustration
4. Preliminary cost estimate and phasing plan
5. City-wide sign location map
6. City-wide Sign Schedule
7. Downtown sign location map
8. Downtown Sign Schedule

## **BACKGROUND**

Wayfinding signs are directional signs that guide people to key destinations and help them locate important resources within the area, such as the location of commercial districts and the public parking lots within them. The City of Los Altos currently has a wayfinding sign system made up of a collection of different sign types and styles that have been developed over the course of several decades. The existing signs lack cohesion and are not comprehensive in nature. Not all destinations are signed for and there are no signs within the commercial districts that direct patrons to parking.

The City contracted with Explore Creative to develop a design concept for a comprehensive wayfinding sign system for the seven commercial districts of the City. Additionally, a Wayfinding Task Force was formed in May 2012, which consisted of representatives from the City Council, Planning and Transportation Commission (PTC), Los Altos Village Association (LAVA), Los Altos Chamber of Commerce, and business and property owners from the commercial districts to work with the design consultant and staff to provide input on the design, sign locations, and messages. From the beginning, the Task Force was mindful of costs, and eliminated several initial considerations based on those factors, and instead focused on less expensive alternatives.

The draft wayfinding design concept was presented to the City Council for review on January 8, 2013. The City Council directed staff to proceed with developing cost estimates for the draft sign concept and to consider some cost savings alternatives to the materials in the original concept.

## **DISCUSSION**

### **Summary of Comments from City Council**

The following list presents a summary of the key comments made by the City Council at the January 8, 2013 meeting:

- Measures to reduce the cost of the overall sign program should be considered
- The stone base may not be visible over landscaping and therefore should be considered for elimination as a cost-saving measure
- The height of the Parking Plaza identifier signs may result in blocked sight-lines for drivers exiting the plazas. A smaller size alternative should be considered.
- In general, height reductions should be considered for some of the signs
- Opportunities to reduce the number of signs and reduce sign clutter should be considered
- A phasing plan should be developed that identifies priority locations

The draft design concept was also previously presented to the business community for review. Staff made presentations regarding the draft design concept and location plan to the Boards of the Chamber of Commerce and the Los Altos Village Association. Both Boards agreed on the importance of improving Los Altos' commercial wayfinding signage and supported the draft design concept.

## Design Modifications

The Wayfinding Task Force was very mindful of costs when selecting the design of the wayfinding signage program. Cost concerns were balanced with consideration of the importance of quality materials to match the aesthetics of the Los Altos community. The Task Force considered several design directions prior to selecting the design that was presented to City Council in January. Other options that were considered, but were rejected, included stone signs and custom metalwork materials. The high cost of manufacturing these other design concepts was one of the primary reasons the Task Force decided to recommend the current design concept.

In response to the comments made by the City Council on January 8, 2013, the design consultant did a preliminary analysis of the budgetary impact of several design modifications as follows:

- The piled stone bases can be replaced with a solid metal base made of the same material as the sign frame
- An alternative option to the tall V-shaped parking plaza identifier sign was developed that is 3 feet tall by 3.5 feet wide and can be single or double-sided depending on how it is oriented in the parking plazas
- The message panels on the signs are designed to be reflective so that they are visible to cars at night without providing external lighting
- If external lighting is still desired, solar LED lights that would not require any connections to existing electrical systems were used as the basis for the cost estimate

The family of signs that was presented at the January 8, 2013 City Council meeting is included for reference in Attachment 1. The modified sign family with an iron base is shown in Attachment 2.

These design alternatives were completed in order to develop the preliminary budget. If this project moves forward, the proposed modifications to the design concepts will be considered in more detail during the design development phase of the project with further input from the Wayfinding Task Force and based on site-specific review by the City's traffic engineering staff.

Revisions to the heights of other sign types were not made for the purposes of creating the draft budget since the impact of height reductions on the cost of manufacturing the signs is nominal. The size of the current signs is based on the size of the existing wayfinding signs throughout the City. All of the proposed sign types are the same height or shorter than the signs they are replacing. The sole exception is the downtown monument sign at San Antonio Road and Main Street, which is sized to be the same height as the signs along San Antonio Road. Attachment 3 shows the proposed signs in context to the size of the City's existing signage program. It is important to note that the existing parking plaza signs are actually over six feet tall as noted on page 6 of Attachment 3.

The Wayfinding Task Force recommends analyzing mock-ups of the proposed signs at key locations during the design development phase since signs often look smaller in their environmental context. Additionally, in several of the median locations, landscaping adjacent to the signs is fairly tall and could block the text on a shorter sign. Modifications to the heights of the signs can still be made during the design development phase, as desired by City Council.

### Preliminary Cost Estimates

The wayfinding signs are designed with high quality materials, including reclaimed wood and sturdy iron, with the intention of creating a sign system that will last 20 or more years and will require minimal maintenance. Reclaimed wood is a very durable material since it is pre-weathered and therefore does not shrink or warp. The fabricators that provided input on the cost estimates are experienced craftspeople who understand the need for performance and longevity of the materials.

Based upon input from several expert sign fabricators, the design consultant developed an initial cost estimate for manufacturing and installing each of the proposed sign types. This estimate is based on the schematic designs of the signs and will need to be further refined once the sign design and installation specifications are developed. The additional cost for stone bases and the solar LED lights are presented as Add Alternates.

A summary of the estimated cost to manufacture and install each sign type is shown in the table below. The variations in cost for each sign type relate to whether the signs have a message on one or on both sides.

<b>Sign Type</b>	<b>Sign Description</b>	<b>Base Cost</b>	<b>Stone Base add-on</b>	<b>LED Solar Lights add-on</b>
A	Expressway signs (Foothill and El Camino)	\$7,750 - \$8,900	\$780	\$750-\$1,000
B	Collector signs (San Antonio and El Monte)	\$9,000 - \$10,350	\$680	\$750-\$1,000
C	Civic Center monuments (along San Antonio)	\$14,000	\$1,170	\$1,000
D/DD	Downtown monuments	\$10,265 - \$12,075	\$680	\$1,000
E	Post-mounted signs	\$465	-	-
PD	Directional signs to parking plazas in downtown	\$425 - \$500	-	-
PL	Directional signs to parking lots in Loyola Corners	\$425	-	-
PZ (original)	Parking Plaza identity signs (6ft tall V-Shape)	\$7,175	\$780	-
PZ (revised)	Parking Plaza identity signs (3ft tall alternative)	\$5,500	\$780	-

The total cost to manufacture and install the full sign program (with the modified metal bases and the shorter parking plaza signs) is estimated to be \$440,500. Adding the stone bases back into the program will cost an additional \$40,900. The LED lighting (applied only to a portion of the larger sign types and not to the post or bracket mounted signs) will cost an additional \$25,250. The total cost of the sign program with both options included is estimated to be \$506,650.

### **Proposed Implementation Plan**

The Wayfinding Task Force developed a prioritized implementation plan for the wayfinding signage program. The draft prioritization plan with the associated budget is included as Attachment 4. The sign location maps that reference the exact locations of the signs referenced in the prioritization plan and the draft messages for each proposed sign are included as Attachments 5 through 8.

The Task Force placed the majority of the proposed signs in Phase I since the members felt it was important to include all of the directional signs that assist visitors with locating the City's commercial districts and the parking within them. A key goal of this project is to create a consistent signage program for the City. Implementing the signs one corridor at a time would undercut this goal and it would likely cost more to fabricate and install the signs in smaller quantities.

The signs that were considered a lower priority are the anticipation and/or reassurance signs that provided advance warning for turns and provided reassurance that they were on the correct route (such as the three signs along San Antonio between El Camino and Main Street). In addition, some of the post-mounted signs that serve as internal City directional signs for alternative routes (such as Cuesta Drive or Los Altos Avenue) were considered a lower priority. The downtown monument sign that is proposed for the intersection of Main Street and Foothill Expressway was also placed in this category since, depending on the signage on the exterior wall of the 400 Main development, this sign may not be necessary.

Phase 1 includes all the primary directional signs indicating the upcoming turns (on El Camino, Foothill Expressway, San Antonio and El Monte), the Civic Center and downtown monument signs on San Antonio, the parking directional signs and the parking plaza identity monument signs.

Phase 2 includes the anticipation signs prior to key turns and the reassurance signs along San Antonio, the directional signs along internal City routes and the downtown monument sign at Main Street and Foothill Expressway.

The cost of completing only the Phase 1 project ranges between \$372,700 and \$427,000 depending on the Add Alternates included. Phase 2 would cost an additional \$68,300 to \$78,900 to implement. The Council may also want to consider moving the Parking Plaza identity signs to Phase 2. Doing so would more evenly distribute the costs between the phases reducing the cost of Phase I to between \$240,700 and \$276,300, depending on the add-ons selected. Under this scenario, Phase II would cost between \$200,300 and \$229,600. These phasing options are outlined in Attachment 4.

## **Parking Plaza Names**

As part of the wayfinding design concept, the Task Force discussed changing the names and numbering system of the parking plazas to something that would be easier to remember for visitors. The Wayfinding Task Force suggested a tree-themed concept with names such as Apricot, Redwood, and Pistache. However, they recommended that City Council should be responsible for the final decision of whether to rename the plazas and what names to choose. If the plazas are renamed, there are 20 businesses with plaza addresses that would need to change their business address to reflect the new parking plaza names. The Wayfinding Task Force suggested that these businesses should be offered some level of compensation for this inconvenience and the expense of changing their printed collateral. An amount of \$500 per business was suggested as reasonable compensation.

## **Recommendation of the Wayfinding Task Force**

The Wayfinding Task Force recommends that City Council program the full sign program (Phase I and Phase II) for implementation in the CIP. The Task Force believes implementation of the full sign program will significantly benefit all of the City's commercial districts and not just the downtown. Costs of the full sign system are split fairly evenly between the City-wide wayfinding program that supports all seven of the City's commercial districts and civic destinations, and the signs that solely support the downtown.

The Task Force also recommends the City Council consider moving forward with the stone bases, as originally designed, since they will be visible in many of the proposed sign locations. Additionally, the Task Force recommends that solar LED lighting be used only for the monument signs (including the two Civic Center monuments and the downtown monument sign at San Antonio Road and Main Street). The estimated cost to implement the program as recommended by the Task Force would cost \$412,100 to implement the Phase I signs and an additional \$77,600 to implement Phase II signs. The total implementation cost for both phases is \$489,700.

## **FISCAL IMPACT**

The estimated cost to complete the entire wayfinding signage project (both Phase I and II) ranges from \$440,500 to \$506,250, depending on the add-on options included. Several options are presented in Attachment 4 for phasing the wayfinding program. The lowest priced phasing option presented would cost \$240,700 to implement the initial phase.

Funding for this project would need to be programmed into the Capital Improvement Program. Additional consideration will need to be made for long-term maintenance and replacement costs for the proposed sign program.

## **PUBLIC CONTACT**

The Wayfinding Taskforce, the Chamber of Commerce, and the Los Altos Village Association have received a copy of this report.

Posting of the meeting agenda serves as notice to the general public.

June 11, 2013

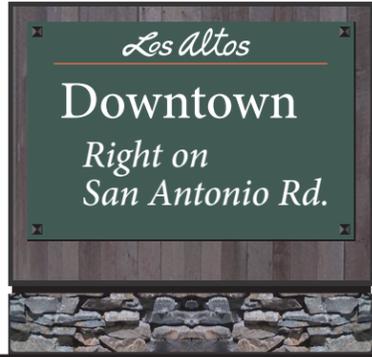
Revised wayfinding sign design concept

Page 6

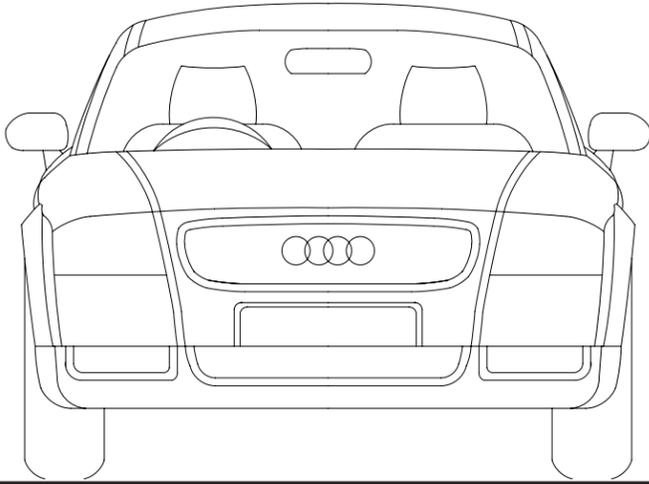
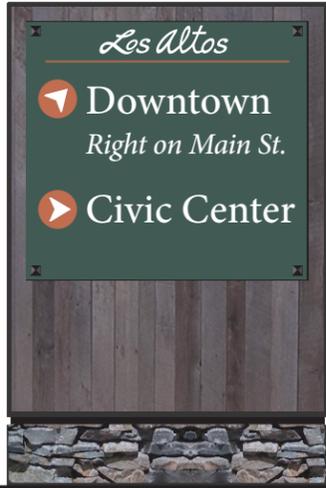
# Complete Sign Family

Scale: 1/2" = 1'0"

Sign Type A



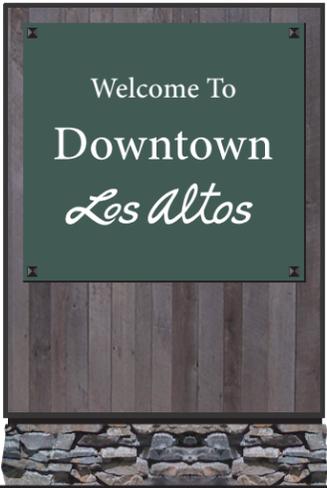
Sign Type B



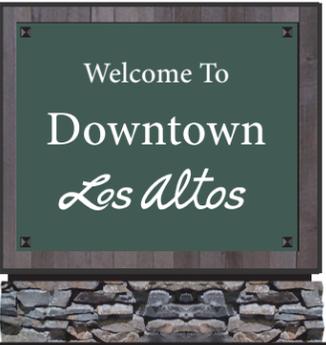
Sign Type C



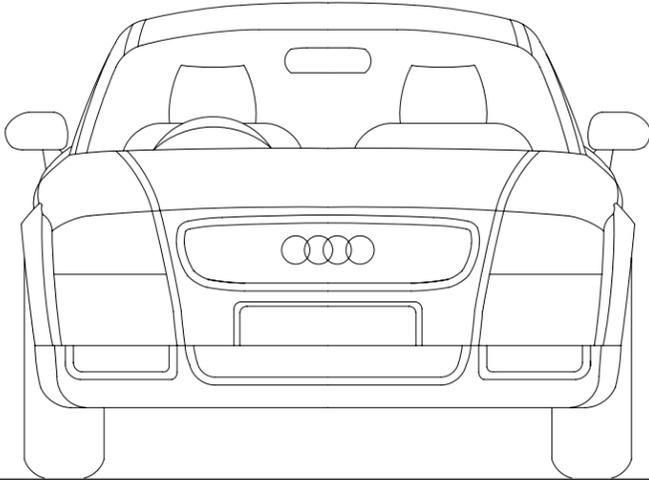
Sign Type D



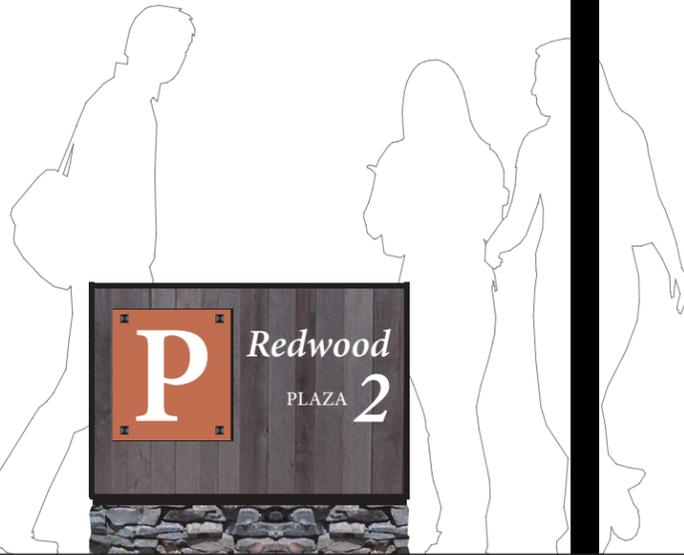
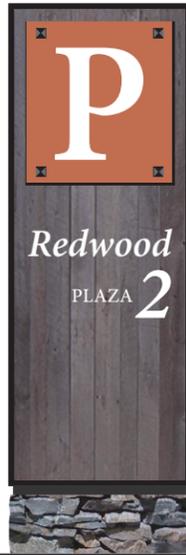
Sign Type DD



Sign Type E



Sign Type PZ options



Sign Type PD



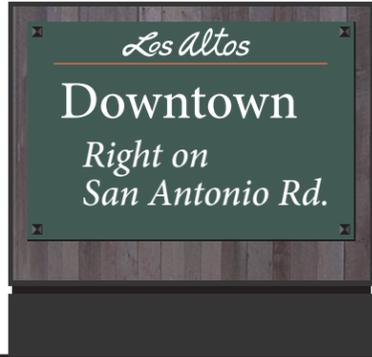
Sign Type PL



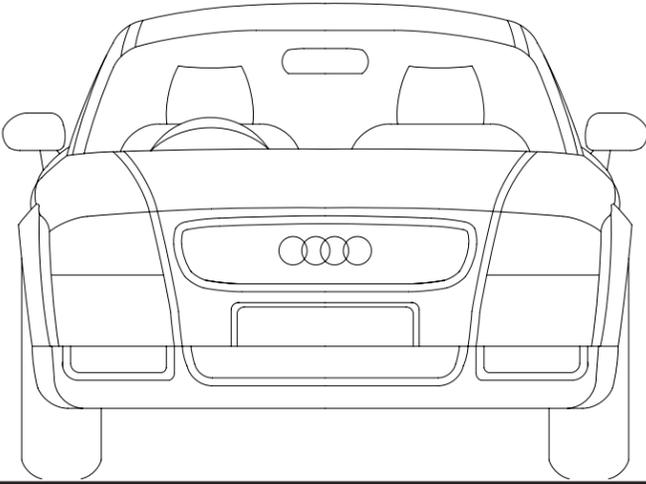
# Complete Sign Family, Modified Option: Iron-clad Base

Scale: 1/2" = 1'0"

Sign Type A



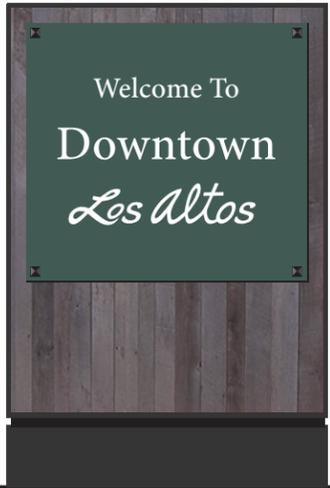
Sign Type B



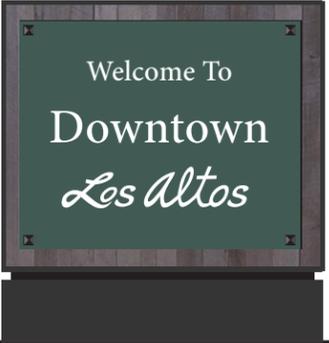
Sign Type C



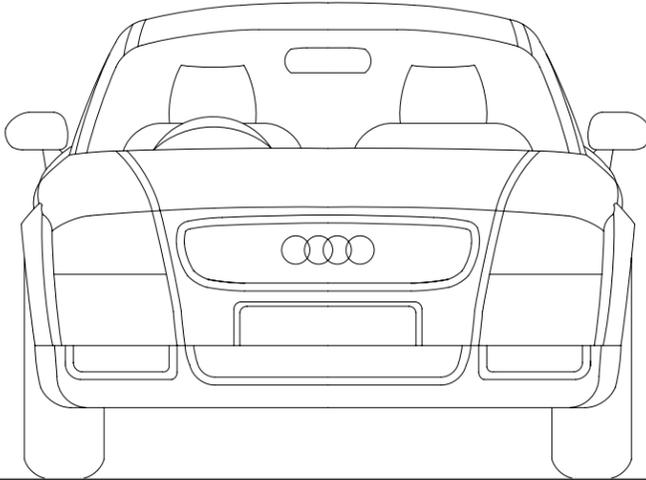
Sign Type D



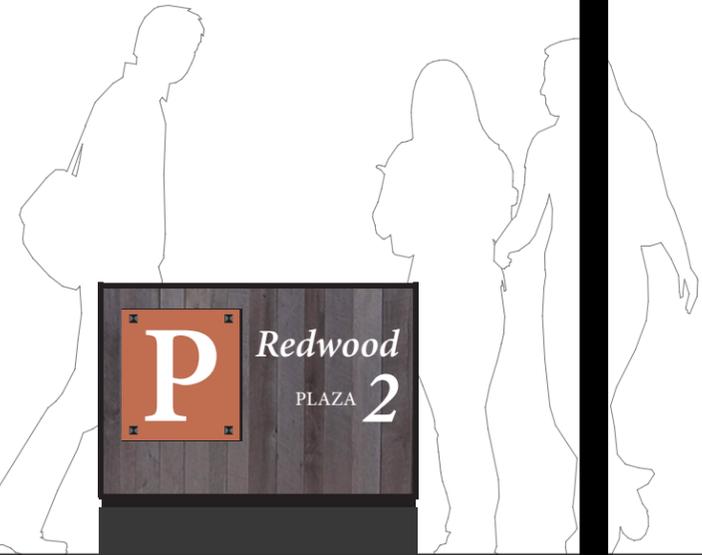
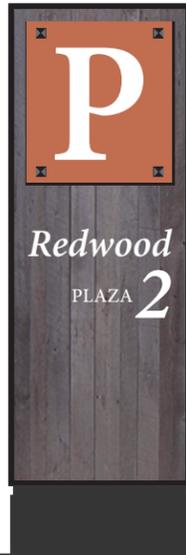
Sign Type DD



Sign Type E



Sign Type PZ options



Sign Type PD



Sign Type PL





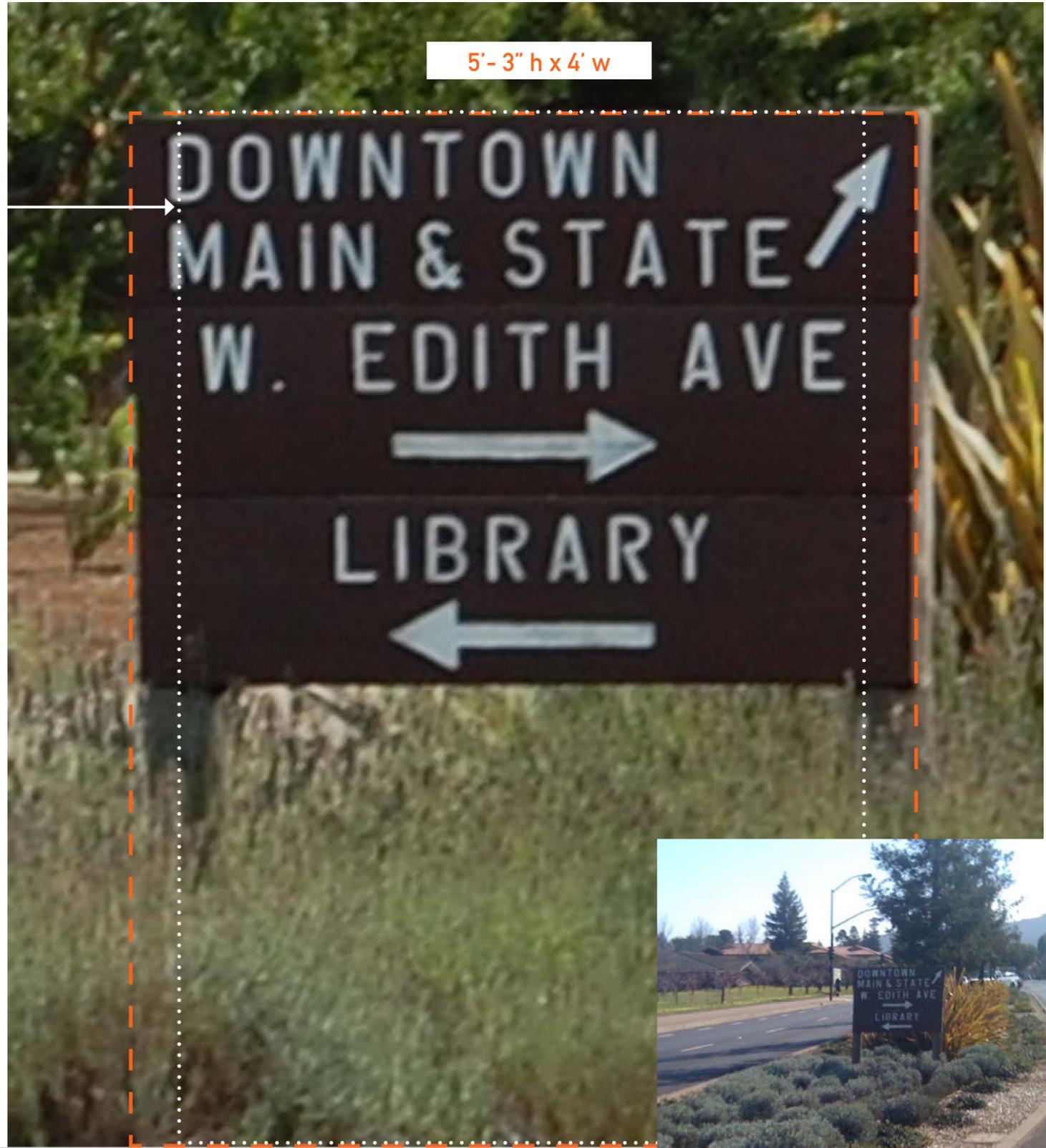
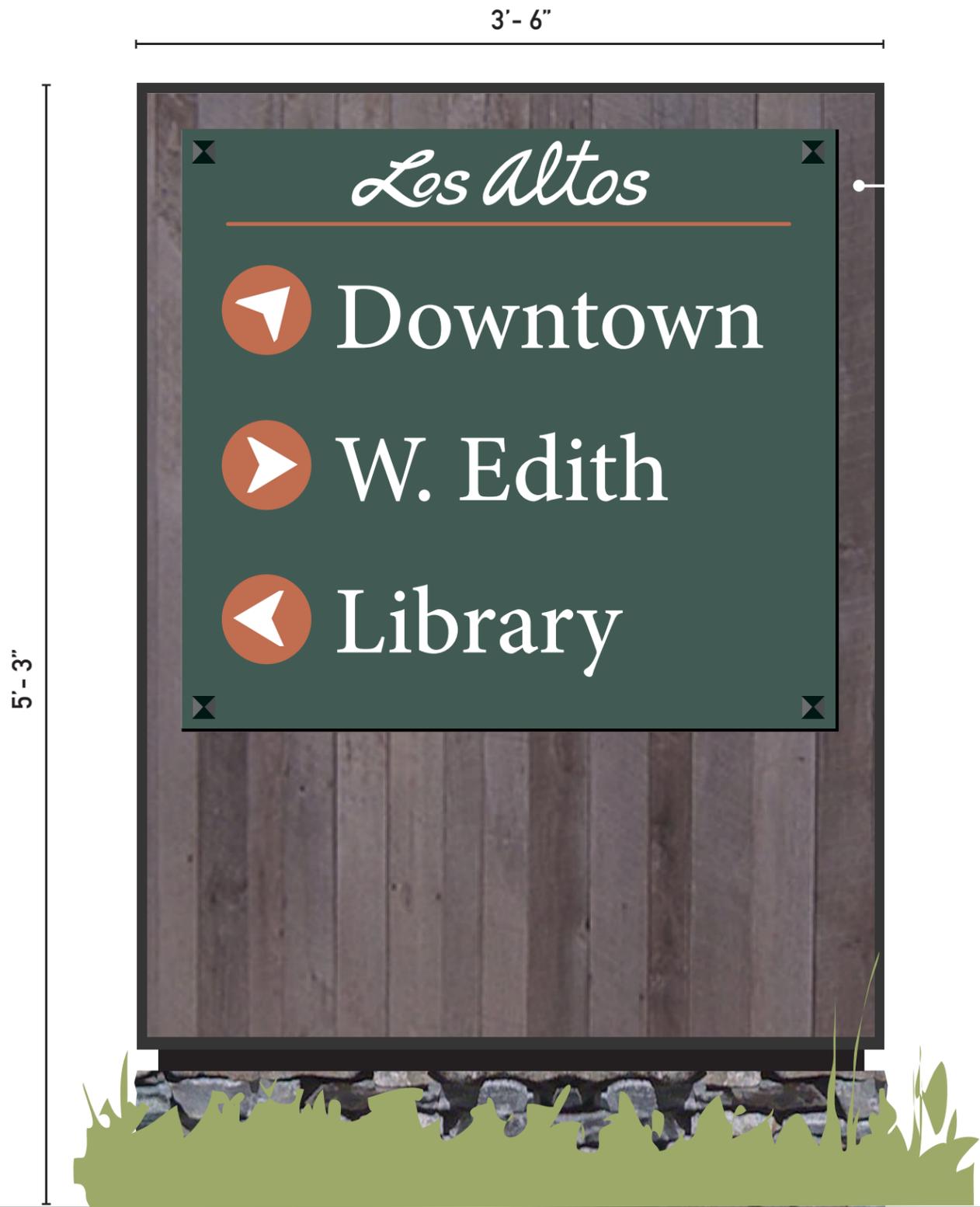
4'- 2" h x 7'-10" w



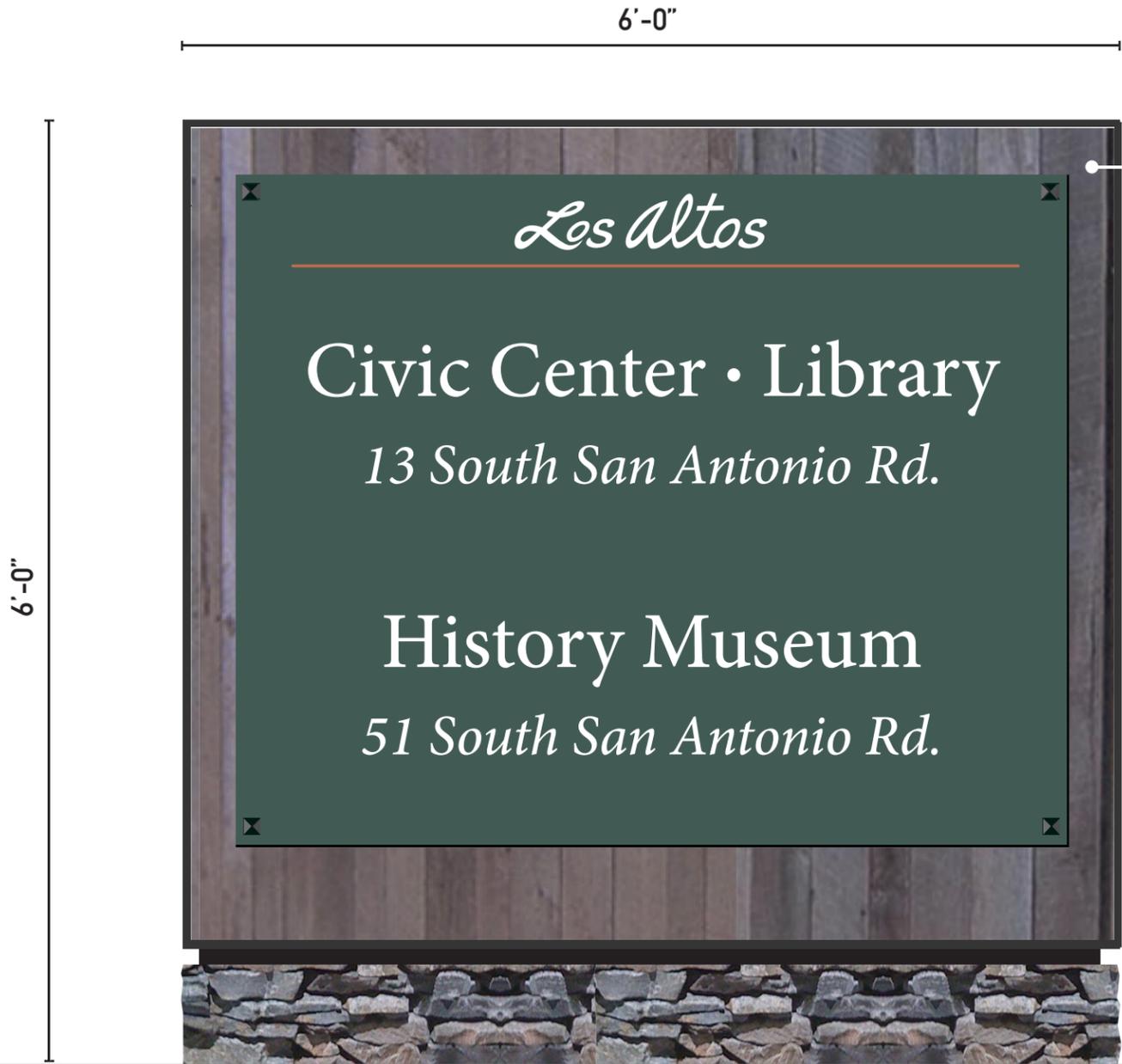
3'- 10" h x 4'-10" w



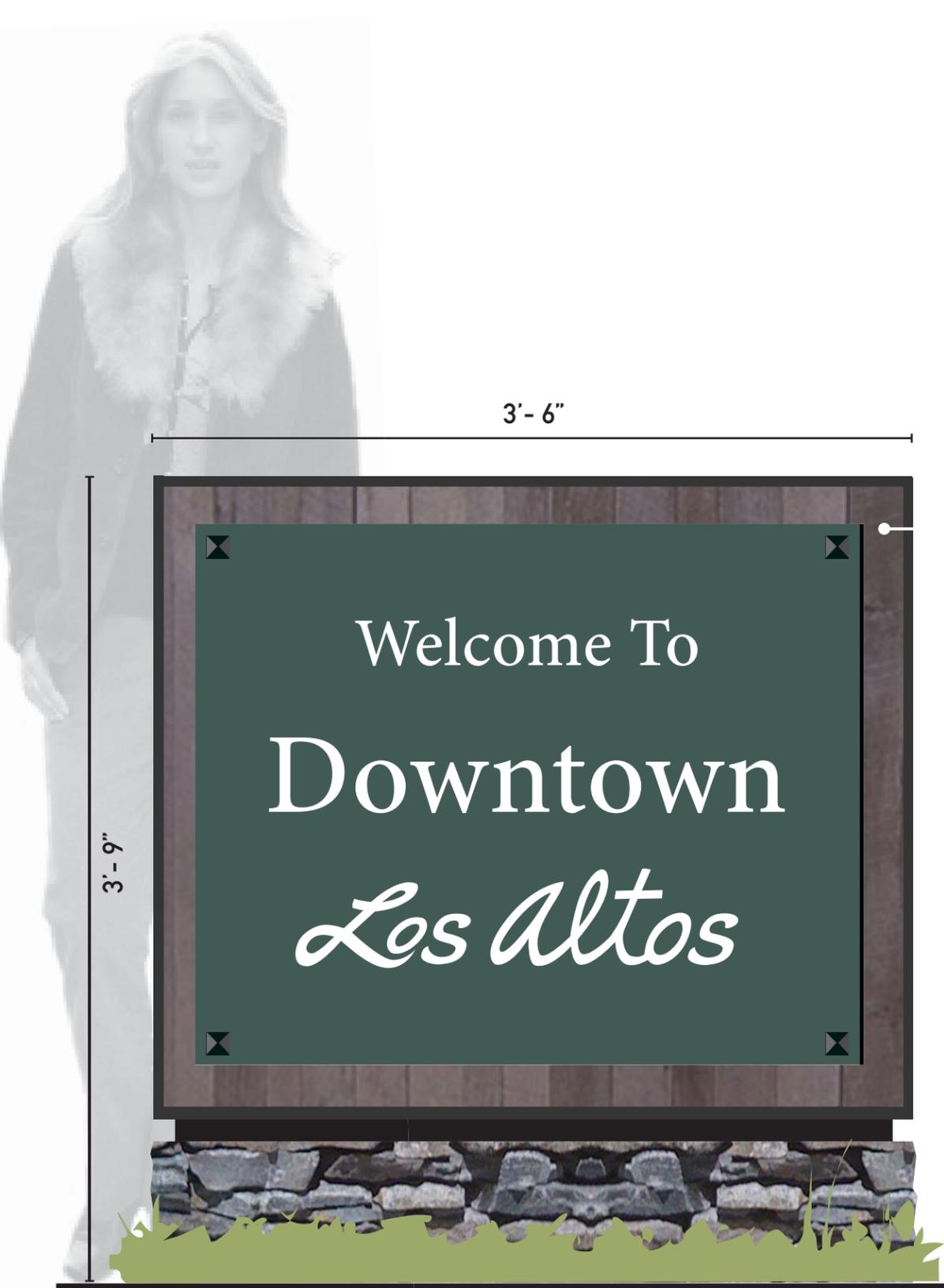
**SIGN TYPE A: Primary Auto Directional - Size Comparison**  
 Scale: 1-1/2" = 1'0"



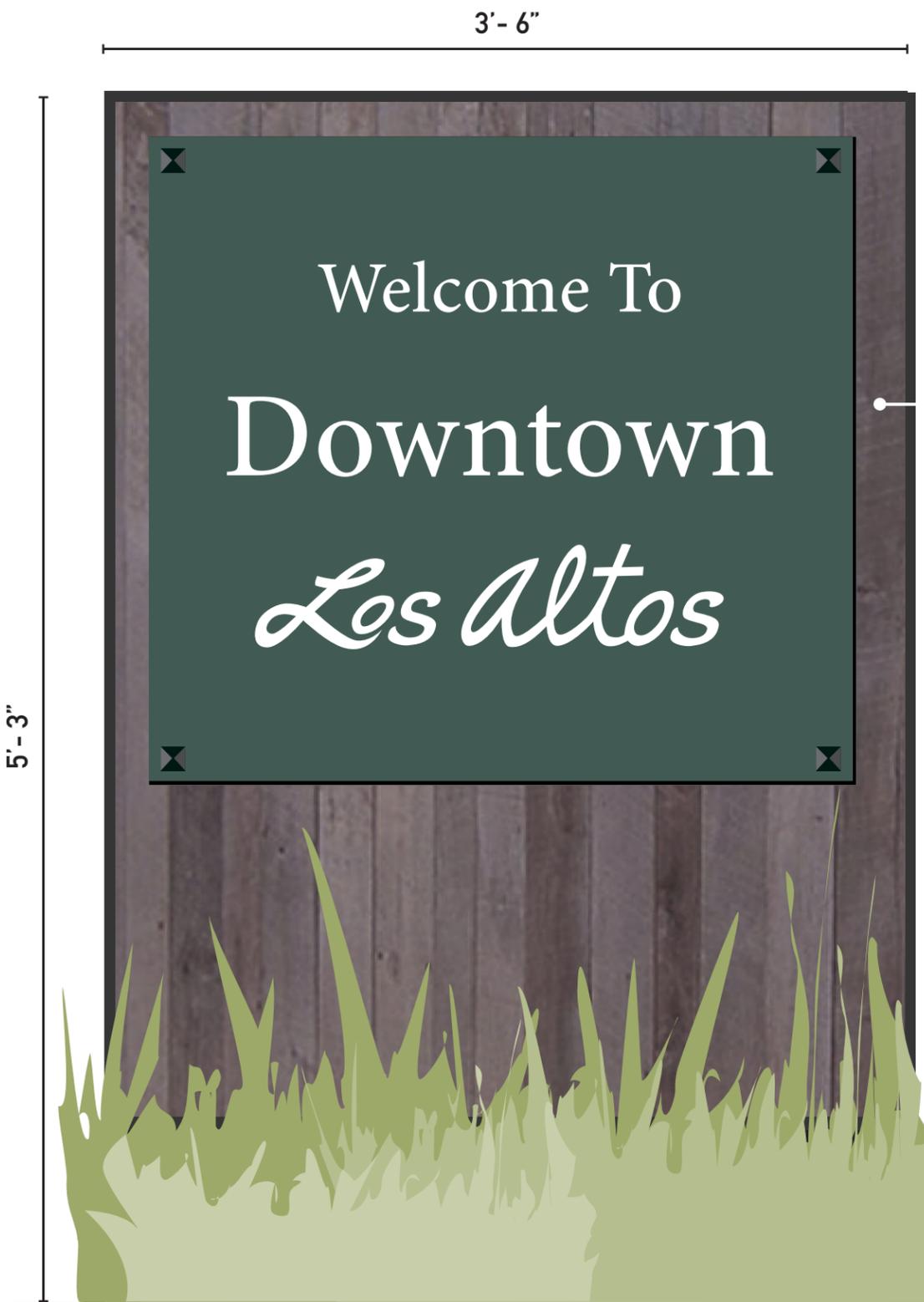
**SIGN TYPE B: Collector Auto Directional - Size Comparison**  
 Scale: 1-1/2" = 1'0"



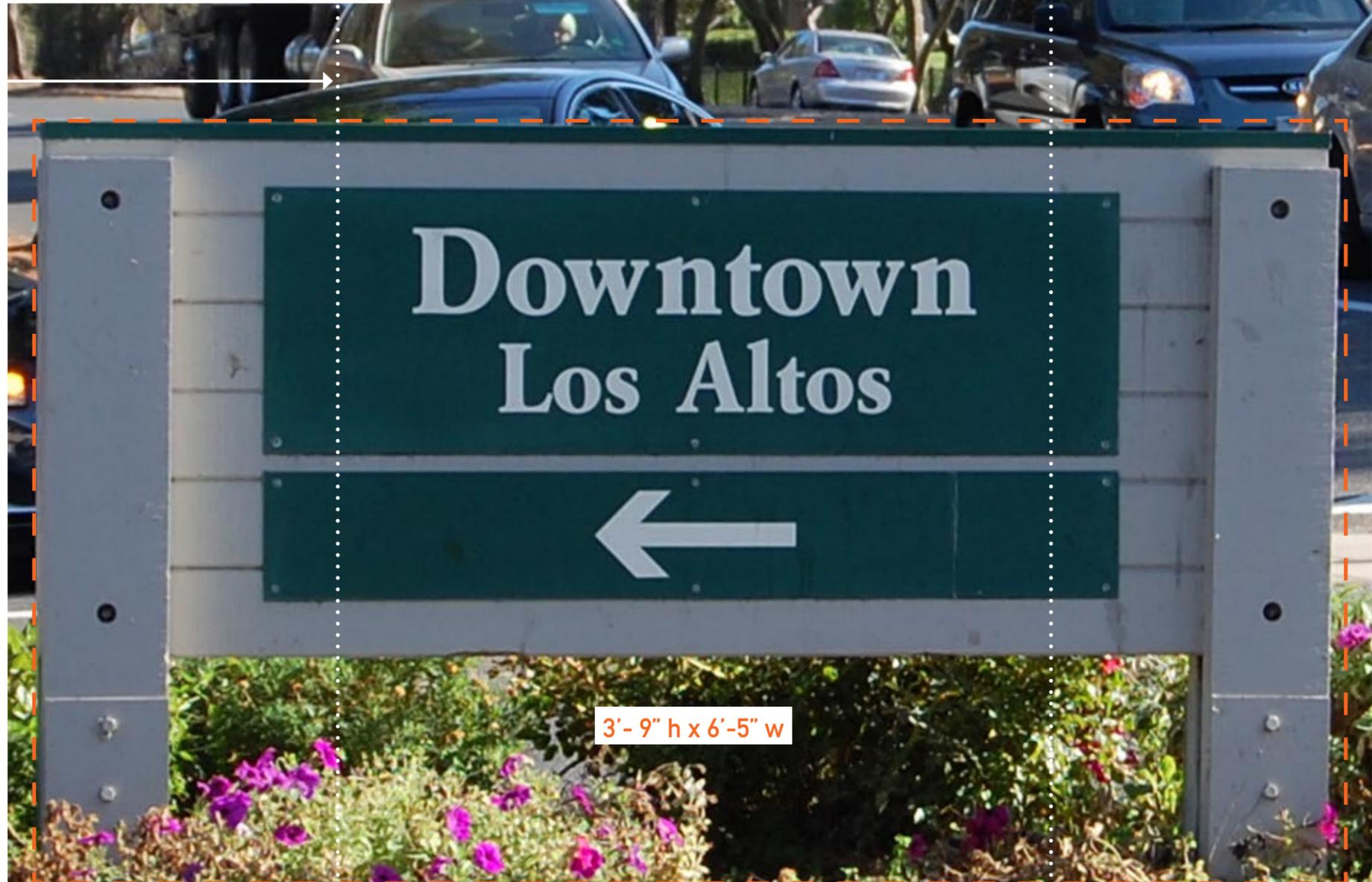
SIGN TYPE C: Civic Center Monument - Size Comparison  
 Scale: 1" = 1'0"



**SIGN TYPE DD: Gateway Sign (small) - Size Comparison**  
 Scale: 1-1/2" = 1'0"



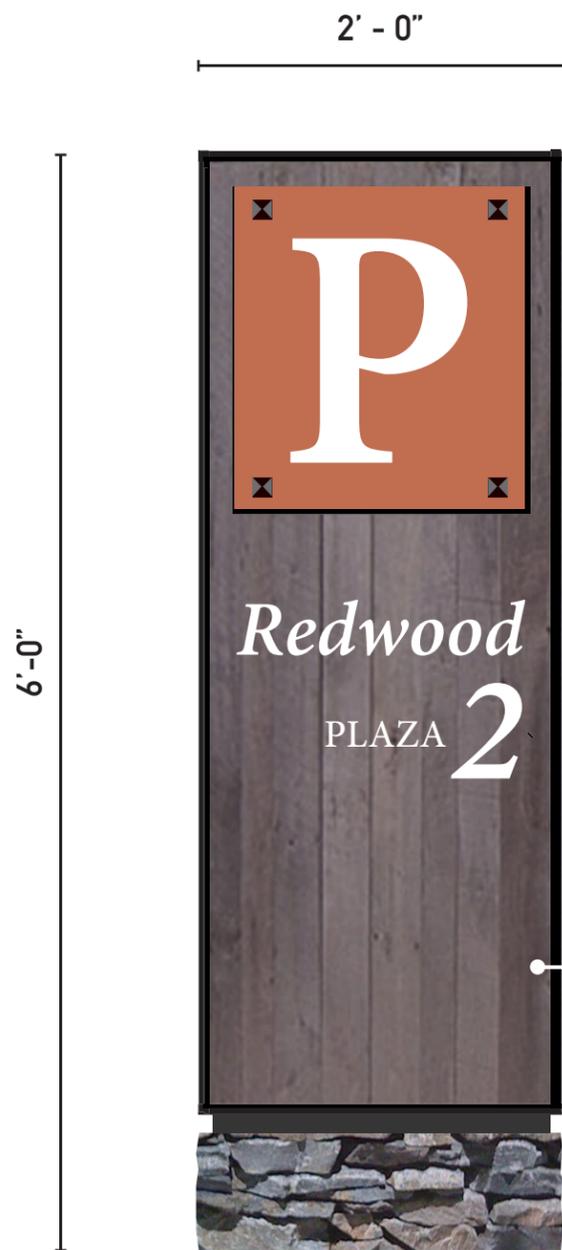
(Location for sign at San Antonio entry)



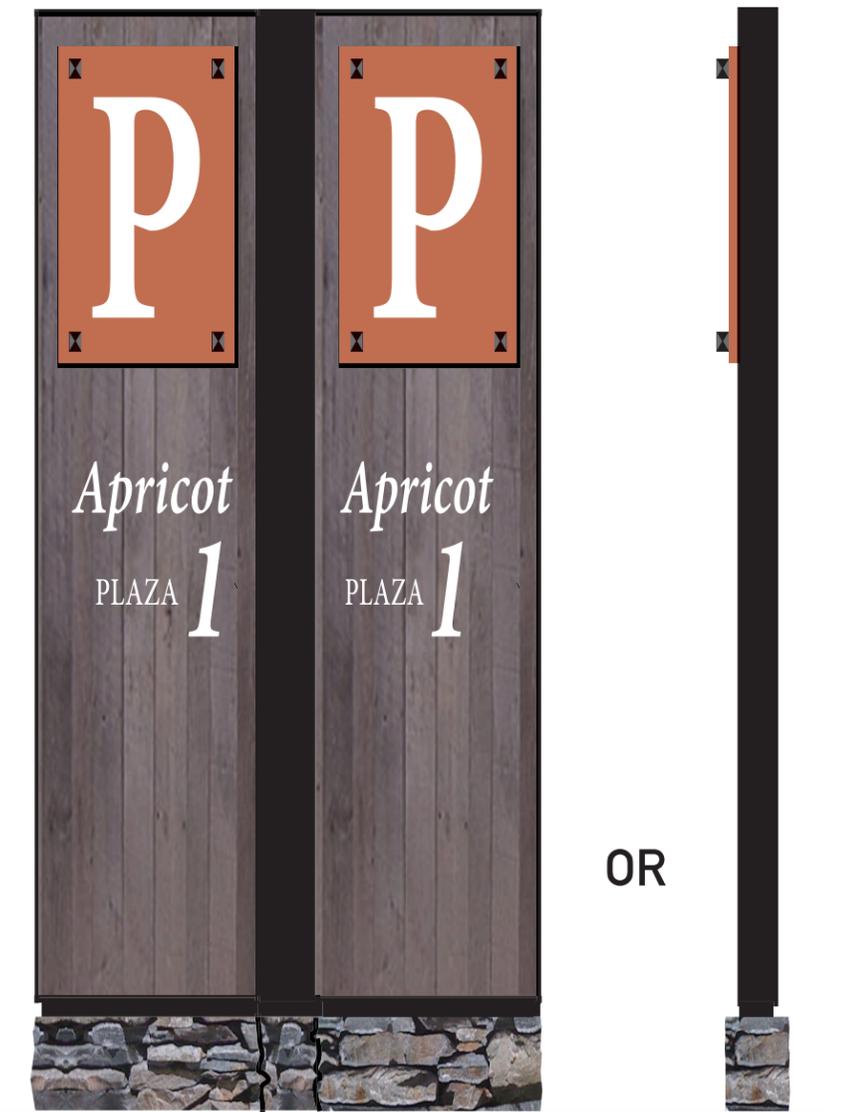
(Sign at Foothill entry)

**SIGN TYPE D: Gateway Sign - Size Comparison**  
 Scale: 1-1/2" = 1'0"

**SIGN TYPE PZ: Parking Plaza Identity - Size Comparison**  
 Scale: 1" = 1'0"

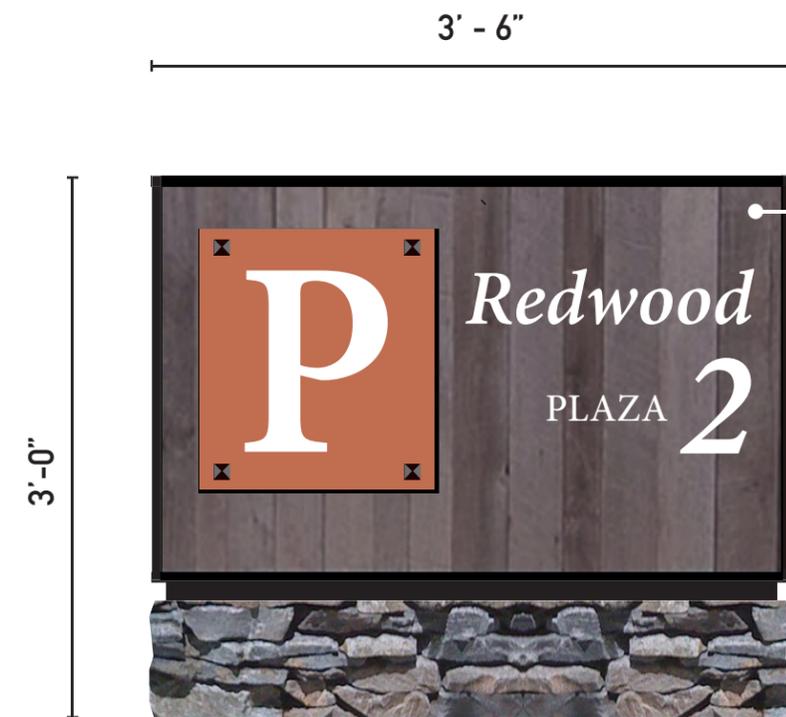


**PLAN VIEWS**



**END VIEWS**

**SIGN TYPE PZ: Alternate Design, Parking Plaza Identity - Size Comparison**  
Scale: 1" = 1'0"



ATTACHMENT 4

Wayfinding Draft Sign Prioritization Plan

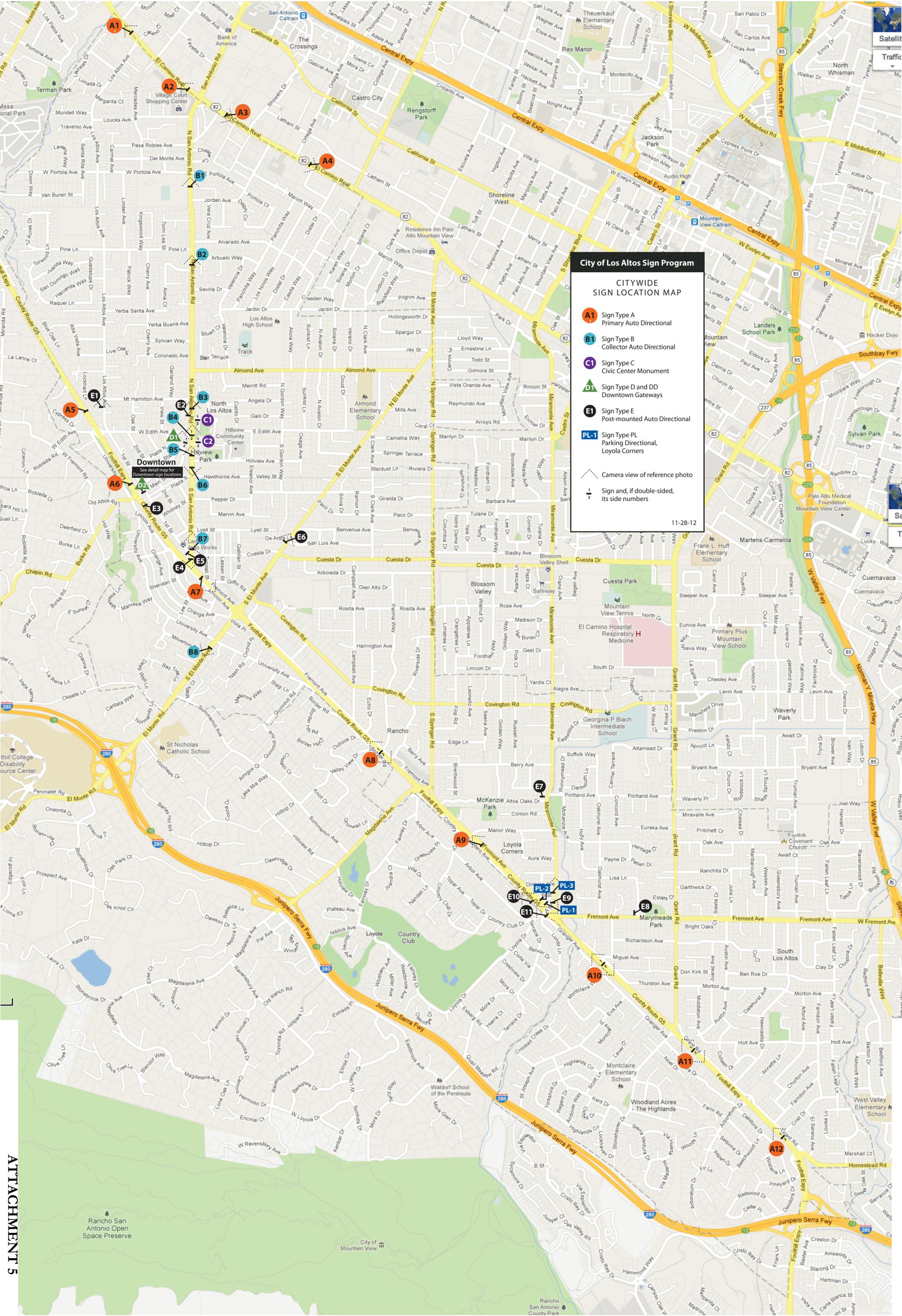
<u>Sign Reference</u>	<u>Location Notes</u>	<u># of Signs</u>	<u>Cost per sign</u>	<u>Base Sign Design</u>	<u>Stone Base</u>	<u>LED Lights</u>	<u>Total with add ons</u>
<b>Phase I</b>							
Sign Type A (A2, A3, A5-A12)	Foothill and El Camino signs	10	\$7,750-8,900	\$82,100	\$7,800	\$8,500	\$98,400
Sign Type B (B3, B4, B5, B6, B8)	San Antonio and El Monte	5	\$9,000-\$10,350	\$46,350	\$3,400	\$4,000	\$53,750
Sign Type E (E2, E3, E4, E9, E10,	San Antonio, Foothill, Loyola Corners	5	\$465	\$2,325	\$0	\$0	\$2,325
Sign Type C (C1 and C2)	Civic Center Monuments	2	\$14,000	\$28,000	\$2,340	\$2,000	\$32,340
Sign Type D (D1)	Downtown Monument at San Antonio	1	\$12,075	\$12,075	\$680	\$1,000	\$13,755
Sign Type PL (all)	Loyola Corners Parking signs	3	\$425	\$1,275	\$0	\$0	\$1,275
Sign Type PD	Downtown Parking Directional	17	\$425-\$500	\$8,275	\$0	\$0	\$8,275
Sign Type PZ (all)	Parking plaza identifiers	20	\$5,500	<u>\$110,000</u>	<u>\$15,600</u>	<u>\$0</u>	<u>\$125,600</u>
				\$290,400	\$29,820	\$15,500	\$335,720
<b>Phase 2</b>							
Sign Type A (A1, A4)	El Camino anticipation signs	2	\$7,750	\$15,500	\$1,360	\$1,500	\$18,360
Sign Type B (B1, B2, B7)	San Antonio reassurance signs	3	\$9,000	\$27,000	\$2,040	\$2,250	\$31,290
Sign Type E (E1, E5, E6, E7, E8)	Internal city directionals	5	\$465	\$2,325	\$0	\$0	\$2,325
Sign Type D (D2)	Downtown Monument at Foothill	1	\$12,075	<u>\$12,075</u>	<u>\$680</u>	<u>\$1,000</u>	<u>\$13,755</u>
				\$56,900	\$4,080	\$4,750	\$65,730

<u>Total Program Costs</u>	<u>Base Sign Design</u>	<u>With Stone Base</u>	<u>With LED</u>	<u>With Both</u>
Final Design Drawings	\$24,200	\$24,200	\$24,200	\$24,200
Phase I	\$290,400	\$320,220	\$305,900	\$335,720
Phase 2	\$56,900	\$60,980	\$61,650	\$65,730
Contingency (20%)	<u>\$69,000</u>	<u>\$76,000</u>	<u>\$74,000</u>	<u>\$81,000</u>
	\$440,500	\$481,400	\$465,750	\$506,650

Phasing Options (with design work and contingency included):

(Numbers rounded to nearest \$100)

<b>Partial Phase 1 (no PZ Parking Plaza Signs)</b>	\$240,700	\$257,700	\$259,300	\$276,300
<b>Entire Phase I</b>	\$372,700	\$408,500	\$391,000	\$427,000
<b>Phase 2</b>	\$68,300	\$73,200	\$74,000	\$78,900
<b>Phase 2 (with PZ Parking Plaza signs added)</b>	\$200,300	\$223,900	\$206,000	\$229,600



**City of Los Altos Sign Program**

**CITYWIDE SIGN LOCATION MAP**

- A1** Sign Type A  
Primary Auto Directional
- B1** Sign Type B  
Collector Auto Directional
- C1** Sign Type C  
Civic Center Monument
- D1** Sign Type D and DD  
Downtown Gateways
- E1** Sign Type E  
Post-mounted Auto Directional
- PL-1** Sign Type PL  
Parking Directional,  
Loyola Corners

--- Camera view of reference photo

--- Sign and, if double-sided,  
its side numbers

11-28-12

**Downtown**  
Detailed map for Downtown sign locations

**SIGN SCHEDULE #1: CITYWIDE WAYFINDING • City of Los Altos Sign Program**

Location No.	Sign Type	Description	Side	Message	Photo	Notes
A 1	A	Primary Auto Directional <i>El Camino near Monroe</i>	1	Los Altos (header)  Downtown Right on San Antonio Rd.	9-13_04 9-13_05	Photo 4 location not ideal (past San Antonio) Photo 5 is a better location (before Los Altos Ave; median 11'0")
A 2	A	Primary Auto Directional <i>El Camino near Village Court</i>	1	Los Altos (header)  Downtown Next Right	9-13_01 9-13_02 9-13_03	Median 5'6" Look for wider part of median If sufficient clearance not possible, use Sign type E
A 3	A	Primary Auto Directional <i>El Camino near Sherwood</i>	1	Los Altos (header)  Downtown Next Left	9-13_08 9-13_09 9-13_10	Median 8', measured 4' back from existing sign 64" to bottom of existing face
A 4	A	Primary Auto Directional <i>El Camino near Distel Circle</i>	1	Los Altos (header)  Downtown Left on San Antonio Rd.	9-13_11 9-13_12	Median 8', measured 16' back from concrete into dirt
A 5	A	Primary Auto Directional <i>Foothill near Old Oak Ct.</i>	1	Los Altos (header)  < Civic Center  Downtown Left on Main Street	9-19_06	New Foothill sign 6'11" median plus 4" curbs (Need median dims by city maintenance for all Foothill sign locations)

ATTACHMENT 6

**SIGN SCHEDULE #1: CITYWIDE WAYFINDING • City of Los Altos Sign Program**

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Location No.	Sign Type	Description	Side	Message	Photo	Notes
A 6	A	Primary Auto Directional <i>Foothill near State St.</i>	1	Los Altos (header)  < Downtown	9-19_21	New Foothill sign
A 7	A	Primary Auto Directional <i>Foothill near Tyndall</i>	1	Los Altos (header)  > Civic Center  Downtown Right on Main Street	9-19_20	Replaces existing sign
A 8	A	Primary Auto Directional <i>Foothill near Parma Way</i>	1	Los Altos (header)  Rancho Shopping Center Next Left	9-19_9	Replaces existing sign (Re-measure median, incorrect)
A 8			2	Los Altos (header)  Downtown 1 1/4 miles	9-19_18	
A 9	A	Primary Auto Directional <i>Foothill near Manor Way</i>	1	Los Altos (header)  > Loyola Corners Retail District	9-19_10 9-19_11 9-19_17	Moves from existing location (redundant) further toward Loyola Corners to replace existing single-sided sign at median hedge

## SIGN SCHEDULE #1: CITYWIDE WAYFINDING • City of Los Altos Sign Program

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Location No.	Sign Type	Description	Side	Message	Photo	Notes
A10	A	Primary Auto Directional <i>Foothill near Miguel</i>	1	Los Altos (header)  Woodland Library Left on Grant	9-19_13	Replaces existing sign
A10			2	Los Altos (header)  > Loyola Corners Retail District	9-19_16	
A11	A	Primary Auto Directional <i>Foothill near Grant</i>	1	Los Altos (header)  Woodland Plaza Retail District Next Left		Replaces existing sign  May need to reduce lettering size to fit
A11			2	Los Altos (header)  > Woodland Library	9-19_15	
A12	A	Primary Auto Directional <i>Foothill at Crist Dr.</i>	1	Los Altos (header)  < Foothill Crossing Shopping Center	9-19_14	New Foothill sign

**SIGN SCHEDULE #1: CITYWIDE WAYFINDING • City of Los Altos Sign Program**

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Location No.	Sign Type	Description	Side	Message	Photo	Notes
A12			2	Los Altos (header)  Woodland Plaza Retail District Next Right		May need to reduce lettering size to fit
B 1	B	Collector Auto Directional <i>San Antonio near East Portola</i>	1	Los Altos (header)  ^ Downtown Civic Center	9-13_15 9-13_16 9-13_17	Median 14' at Jordan sign Move Jordan sign to 7'4" median width, 50' before this new sign
B 2	B	Collector Auto Directional <i>San Antonio near Arbuelo</i>	1	Los Altos (header)  ^ Downtown Civic Center	9-13_18 9-13_19	Median 7'5" Locate past purple flower Max sign width here 4.5'-5'
B 3	B	Collector Auto Directional <i>San Antonio near Mt. Hamilton</i>	1	Los Altos (header)  < Civic Center  Downtown Right Lane	9-13_20	Median 8'3" Existing sign caps are 5"
B 4	B	Collector Auto Directional <i>San Antonio near Hillview</i>	1	Los Altos (header)  Library History Museum Next Left	9-13_22	Replace existing directional

**SIGN SCHEDULE #1: CITYWIDE WAYFINDING • City of Los Altos Sign Program**

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Location No.	Sign Type	Description	Side	Message	Photo	Notes
B 4			2	Los Altos (header)  < Downtown Left on Main Street		
B 5	B	Collector Auto Directional <i>San Antonio near Hillview</i>	1	Los Altos (header)  < Hillview Community Center Senior Center Neutra House	9-19_59	Separate "Hillview St. " as its own sign to match city street sign convention. See dimension sheet for field measurements
B 6	B	Collector Auto Directional <i>San Antonio near Hillview</i>	1	Los Altos (header)  > Hillview Community Center Senior Center Neutra House	9-19_58	Separate "Hillview St. " as its own sign to match city street sign convention. See dimension sheet for field measurements
B 7	B	Collector Auto Directional <i>San Antonio near First</i>	1	Los Altos (header)  > Downtown	9-19_03 9-19_04 9-19_05	12' median Place halfway between crepe myrtle and olive
B 8	B	Collector Auto Directional <i>El Monte near University</i>	1	Los Altos (header)  Downtown Left on Foothill Expy	9-19_42 9-19_43 9-19_44 thru 49	Sign is late and lacks setback. Propose moving sign earlier and in wider median for better clearance. Place btwn University and current sign.

## SIGN SCHEDULE #1: CITYWIDE WAYFINDING • City of Los Altos Sign Program

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Location No.	Sign Type	Description	Side	Message	Photo	Notes
C 1	C	Civic Center Monument <i>Civic Center Driveway</i>	1	Los Altos (header)  Civic Center • City Hall Police Dept. Youth Center 1 North San Antonio Rd.	9-19_60	Replaces existing monument
C 1			2	Los Altos (header)  Civic Center • City Hall Police Dept. Youth Center 1 North San Antonio Rd.		
C 2	C	Civic Center Monument <i>Library Driveway</i>	1	Los Altos (header)  Civic Center • Library 13 South San Antonio Rd. History Museum 51 South San Antonio Rd.	9-13_27	Replaces existing monument
C 2			2	Los Altos (header)  Civic Center • Library 13 South San Antonio Rd. History Museum 51 South San Antonio Rd.		
D 1	D	Downtown Gateway <i>Main Street median at San Antonio</i>	1	Welcome to Downtown Los Altos	9-13_23 9-13_24 9-13_25 9-13_26	Allow for 2' h planting when determining sign height  Must have 30' vision triangle? --tdb with Traffic engineering

## SIGN SCHEDULE #1: CITYWIDE WAYFINDING • City of Los Altos Sign Program

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Location No.	Sign Type	Description	Side	Message	Photo	Notes
D 1			2	Thank you for visiting Downtown		
D 2	DD	Downtown Gateway <i>Main Street median at Foothill</i>	1	Welcome to Downtown Los Altos	9-19_50 9-19_51 9-19_52 to 55	Double-Sided See dimension sheet for field measurements Replaces existing sign
D 2			2	Welcome to Downtown Los Altos		
E 1	E	Post-mtd Auto Directional <i>Los Altos Ave. near Mt. Hamilton</i>	1	^ Downtown Los Altos	9-19_07 9-19_08	Post sign at right side of road New Post 30x36" sign face
E 2	E	Post-mtd Auto Directional <i>At W. Edith turn lane</i>	1	> Downtown Los Altos	9-13_21	To right of lane, dirt dim 4'9"; New post

**SIGN SCHEDULE #1: CITYWIDE WAYFINDING • City of Los Altos Sign Program**

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Location No.	Sign Type	Description	Side	Message	Photo	Notes
E 3	E	Post-mtd Auto Directional <i>Foothill near Plaza South</i>	1	> Downtown Los Altos Main Street	9-19_24 9-19_25 9-19_26	Right side of roadway; replaces green "Main Street" sign New post
E 4	E	Post-mtd Auto Directional <i>San Antonio near First</i>	1	< Downtown Los Altos	9-19_01 9-19_02	30x36" sign face mounted to Existing post
E 5	E	Post-mtd Auto Directional <i>First Street at San Antonio</i>	1	^ Downtown Los Altos > Civic Center	9-19_41	To serve Cuesta driver at San Antonio decision point Across San Antonio on street light pole or new post (tbd)
E 6	E	Post-mtd Auto Directional <i>El Monte at DeAnza</i>	1	> Downtown Los Altos Civic Center	9-19_40	Directs from S. El Monte to downtown via Cuesta 13'4" median New post Traffic sign post is 32" from curb
E 7	E	Post-mtd Auto Directional <i>Miramonte near Portland</i>	1	^ Loyola Corners Retail District	9-19_35 9-19_36 9-19_37 9-19_38	Pinpoint best placement, and if possible given conditions New post

**SIGN SCHEDULE #1: CITYWIDE WAYFINDING • City of Los Altos Sign Program**

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Location No.	Sign Type	Description	Side	Message	Photo	Notes
E 8	E	Post-mtd Auto Directional <i>Fremont at Lisa Lane</i>	1	^ Loyola Corners Retail District	9-19_39	New post
E 9	E	Post-mtd Auto Directional <i>Miramonte and A Street</i>	1	> Loyola Corners Retail District	9-19_33 9-19_34	Note current sign clutter; discuss cleanup, consolidation
E10	E	Post-mtd Auto Directional <i>Foothill before Fremont exit</i>	1	> Loyola Corners Retail District	9-19_12 9-19_27	New post
E11	E	Collector Auto Directional <i>Fremont exit off of Foothill</i>	1	Los Altos (header)  < Loyola Corners Retail District	9-19_28	
PL-1	PL	Parking Sign, Loyola Corners <i>Fremont at Parking Driveway</i>	1	P >	9-19_30	Sign face attached to existing light post Be sure to keep 7' clearance beneath

## SIGN SCHEDULE #1: CITYWIDE WAYFINDING • City of Los Altos Sign Program

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Location No.	Sign Type	Description	Side	Message	Photo	Notes
PL-2	PL	Parking Sign, Loyola Corners <i>Fremont at B Street</i>	1	P >		Replaces existing "Customer Parking" sign
PL-3	PL	Parking Sign, Loyola Corners <i>Miramonte at B Street</i>	1	P >	9-19_32	Sign face attached to existing Speed Limit sign post Be sure to keep 7' clearance beneath

Location No.	Sign Type	Description	Side	Message	Photo	Notes
PZ-19	PZ	Parking Plaza Identity <i>Current Plaza 10 at Edith</i>	1 & 2	<b>P</b> Apricot <i>Plaza 4</i> Free Parking 3 Hours	9-19_136 thru 138	
PZ-20	PZ	Parking Plaza Identity <i>Current Plaza 3 at San Antonio</i>	1 & 2	<b>P</b> Redwood <i>Plaza 3</i> Free Parking 3 Hours		



**City of Los Altos Sign Program**

**DOWNTOWN PARKING SIGN LOCATION MAP**

- PD-12** Sign Type PD  
Parking sign, Downtown
- PZ-4** Sign Type PZ  
Parking Plaza Identity

**CITYWIDE SIGNS ALSO IN THIS AREA:**

- A6** Sign Type A  
Primary Auto Directional
- B1** Sign Type B  
Collector Auto Directional
- C1** Sign Type C  
Civic Center Monument
- D1** Sign Type D and DD  
Downtown Gateways
- E3** Sign Type E  
Post-mounted Auto Directional

11-28-12

0 feet      250      500



City Parking

Hwy 280  
(1.4 miles / 4 min)

Location No.	Sign Type	Description	Side	Message	Photo	Notes
PD-01	PD	Parking Directional <i>Main and First (South)</i>	1	<b>P</b> < >  3 Hour Lot		Sign attaches to existing post
PD-02	PD	Parking Directional <i>Main and First (North)</i>	1	<b>P</b> < >  3 Hour Lot		Sign attaches to existing post
PD-03	PD	Parking Directional <i>Main and Second (South)</i>	1	<b>P</b> < >  3 Hour Lot		Sign attaches to existing post
PD-04	PD	Parking Directional <i>Main and Second (North)</i>	1	<b>P</b> < >  3 Hour Lot		Sign attaches to existing post
PD-05	PD	Parking Directional <i>Main and Third (South)</i>	1	<b>P</b> < >  3 Hour Lot		Sign attaches to existing post

ATTACHMENT 8

Location No.	Sign Type	Description	Side	Message	Photo	Notes
PD-06	PD	Parking Directional <i>Main and Third (North)</i>	1	P < >  3 Hour Lot		Sign attaches to existing post
PD-07	PD	Parking Directional <i>State and Fourth (North)</i>	1	P >  3 Hour Lot		To confirm - if new post or if sign attaches to existing post
PD-08	PD	Parking Directional <i>State and Fourth (South)</i>	1	< P  3 Hour Lot		To confirm - if new post or if sign attaches to existing post
PD-09	PD	Parking Directional <i>State and Third (North)</i>	1	P < >  3 Hour Lot		Sign attaches to existing post
PD-10	PD	Parking Directional <i>State and Third (South)</i>	1	P < >  3 Hour Lot		Sign attaches to existing post

Location No.	Sign Type	Description	Side	Message	Photo	Notes
PD-11	PD	Parking Directional <i>State and Second (North)</i>	1	<b>P</b> < >  3 Hour Lot		Sign attaches to existing post
PD-12	PD	Parking Directional <i>State and Second (South)</i>	1	<b>P</b> < >  3 Hour Lot		Sign attaches to existing post
PD-13	PD	Parking Directional <i>State and First (South)</i>	1	<b>P</b> < >  3 Hour Lot		Sign attaches to existing post
PD-14	PD	Parking Directional <i>State and First (North)</i>	1	<b>P</b> < >  3 Hour Lot		Sign attaches to existing post
PD-15	PD	Parking Directional <i>Edith and Fourth (South)</i>	1	<b>P</b> >  3 Hour Lot		Sign on new post

Location No.	Sign Type	Description	Side	Message	Photo	Notes
PD-16	PD	Parking Directional <i>San Antonio</i>	1	<b>P</b> >  3 Hour Lot		Sign on new post
PD-17	PD	Parking Directional <i>San Antonio</i>	1	<b>P</b> >  3 Hour Lot		Sign on new post
PZ-01	PZ	Parking Plaza Identity <i>Current Plaza 1 at First</i>	1 & 2	<b>P</b> Redwood <i>Plaza 1</i> Free Parking 3 Hours	9-19_74 thru 79	Redwood = Plaza SOUTH
PZ-02	PZ	Parking Plaza Identity <i>Current Plaza 1 at Second</i>	1 & 2	<b>P</b> Redwood <i>Plaza 1</i> Free Parking 3 Hours	9-19_80 thru 88	
PZ-03	PZ	Parking Plaza Identity <i>Current Plaza 2 at Second</i>	1 & 2	<b>P</b> Redwood <i>Plaza 2</i> Free Parking 3 Hours	9-19_80 thru 88	

Location No.	Sign Type	Description	Side	Message	Photo	Notes
PZ-04	PZ	Parking Plaza Identity <i>Current Plaza 2 at Third</i>	1 & 2	<b>P</b> Redwood <i>Plaza 2</i> Free Parking 3 Hours	9-19_90 thru 96	
PZ-05	PZ	Parking Plaza Identity <i>Current Plaza 3 at Third</i>	1 & 2	<b>P</b> Redwood <i>Plaza 3</i> Free Parking 3 Hours	9-19_90 thru 96	
PZ-06	PZ	Parking Plaza Identity <i>Current Plaza 4 at First</i>	1 & 2	<b>P</b> Pistache <i>Plaza 1</i> Free Parking 3 Hours	9-19_102 thru 105	Pistache = Plaza CENTRAL
PZ-07	PZ	Parking Plaza Identity <i>Current Plaza 4 at Second</i>	1 & 2	<b>P</b> Pistache <i>Plaza 1</i> Free Parking 3 Hours	see earliest site photos	
PZ-08	PZ	Parking Plaza Identity <i>Current Plaza 5 at Second</i>	1 & 2	<b>P</b> Pistache <i>Plaza 2</i> Free Parking 3 Hours	see earliest site photos	

Location No.	Sign Type	Description	Side	Message	Photo	Notes
PZ-09	PZ	Parking Plaza Identity <i>Current Plaza 5 at Third</i>	1 & 2	<b>P</b> Pistache <i>Plaza 2</i> Free Parking 3 Hours	9-19_140, 141, 146	
PZ-10	PZ	Parking Plaza Identity <i>Current Plaza 6 at Third</i>	1 & 2	<b>P</b> Pistache <i>Plaza 3</i> Free Parking 3 Hours	9-19_142 thru 145	
PZ-11	PZ	Parking Plaza Identity <i>Current Plaza 6 at State</i>	1 & 2	<b>P</b> Pistache <i>Plaza 3</i> Free Parking 3 Hours	9-19_97 to 101	
PZ-12	PZ	Parking Plaza Identity <i>Current Plaza 7 at First</i>	1 & 2	<b>P</b> Apricot <i>Plaza 1</i> Free Parking 3 Hours	9-19_107 thru 109	Apricot = Plaza NORTH
PZ-13	PZ	Parking Plaza Identity <i>Current Plaza 7 at Second</i>	1 & 2	<b>P</b> Apricot <i>Plaza 1</i> Free Parking 3 Hours	9-19_115, 116	

Location No.	Sign Type	Description	Side	Message	Photo	Notes
PZ-14	PZ	Parking Plaza Identity <i>Current Plaza 8 at Second</i>	1 & 2	<b>P</b> Apricot <i>Plaza 2</i> Free Parking 3 Hours	9-19_114, 117	
PZ-15	PZ	Parking Plaza Identity <i>Current Plaza 8 at Third</i>	1 & 2	<b>P</b> Apricot <i>Plaza 2</i> Free Parking 3 Hours	2 locs possible: 9-19_110, 113 or 121, 122	
PZ-16	PZ	Parking Plaza Identity <i>Current Plaza 9 at Third</i>	1 & 2	<b>P</b> Apricot <i>Plaza 3</i> Free Parking 3 Hours	2 locs possible: 9-19_111, 112 or 119, 120	
PZ-17	PZ	Parking Plaza Identity <i>Current Plaza 9 at Fourth</i>	1 & 2	<b>P</b> Apricot <i>Plaza 3</i> Free Parking 3 Hours	9-19_124, 131 thru 134	
PZ-18	PZ	Parking Plaza Identity <i>Current Plaza 10 at Fourth</i>	1 & 2	<b>P</b> Apricot <i>Plaza 4</i> Free Parking 3 Hours	2 locs possible: 9-19_124 thru 126 or 127-130	

Location No.	Sign Type	Description	Side	Message	Photo	Notes
PZ-19	PZ	Parking Plaza Identity <i>Current Plaza 10 at Edith</i>	1 & 2	<b>P</b> Apricot <i>Plaza 4</i> Free Parking 3 Hours	9-19_136 thru 138	
PZ-20	PZ	Parking Plaza Identity <i>Current Plaza 3 at San Antonio</i>	1 & 2	<b>P</b> Redwood <i>Plaza 3</i> Free Parking 3 Hours		