



DATE: July 24, 2012

AGENDA ITEM # 8

AGENDA REPORT

TO: City Council
FROM: Kathy Kleinbaum, Economic Development Manager
SUBJECT: Wayfinding Sign Program update

RECOMMENDATION:

Accept informational report on the City-wide Wayfinding Sign Task Force program status

SUMMARY:

Estimated Fiscal Impact:

Amount: None

Budgeted: Not applicable

Public Hearing Notice: Not applicable

Previous Council Consideration: May 22, 2012

CEQA Status: Not applicable

Attachments: None

BACKGROUND

At its May 22, 2012 meeting, Council appointed Mayor Carpenter and Councilmember Packard to a Task Force coordinated by the Economic Development Manager to develop a conceptual sign program for a city-wide commercial wayfinding sign system.

DISCUSSION

Staff has identified the following seven members to serve on the Wayfinding Sign Task Force:

- Val Carpenter, Mayor
- Ron Packard, City Council
- Phoebe Bressack, Planning and Transportation Commission
- Scott O'Brien, representative for the [Los Altos](#) Chamber of Commerce
- Jeff Brunello, representative for the Los Altos Village Association (LAVA)
- Brooke Ray Smith, representative of downtown property owners
- Allen Hall, representative for Loyola Corners

The Task Force had a kick-off meeting with the consultant, Lori Winters from Explore Creative, on July 5, 2012. The purpose of the meeting was to discuss the placement and design of the existing wayfinding signs in Los Altos and to discuss design parameters for new signs. The Task Force members agreed that it was important for the signs to guide customers to both the commercial districts and the location of public parking resources within them. The consultant provided example wayfinding signs from other communities to help focus design preferences. In general, the Task Force preferred designs that are clean and simple as well as easy to identify and read.

The next meeting of the Task Force is scheduled for August 22, 2012. At this meeting, the consultant will bring forward initial design concepts for review and discussion.

FISCAL IMPACT

None

PUBLIC CONTACT

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

ALTERNATIVE

None