



DATE: April 8, 2014

AGENDA ITEM # 9

TO: City Council
FROM: James Walgren, Assistant City Manager
SUBJECT: Wayfinding Sign Program

RECOMMENDATION:

- A. Consider an updated Phase I Wayfinding Sign Program
 - B. Appropriate up to \$88,760 from the Capital Improvement Program Fund for Phase I Wayfinding Sign Program fabrication and installation
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SUMMARY:

Estimated Fiscal Impact:

Amount: \$88,760

Budgeted: No; Capital Improvement Program Fund

Public Hearing Notice: Not applicable

Previous Council Consideration: January 8, 2013 and June 11, 2013

CEQA Status: Categorically Exempt pursuant to CEQA Section 15301 (c)

Attachments:

- 1. Approved Phase I signs
- 2. Task Force recommended Phase I signs
- 3. Downtown sign location map
- 4. City-wide sign location map

BACKGROUND

The City contracted with Explore Creative to develop a comprehensive Wayfinding sign system for the City. A Wayfinding Task Force was formed in May 2012, which consisted of representatives from the City Council, Planning and Transportation Commission, Los Altos Village Association, 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 design, sign locations and messages. The Task Force consists of the following participants:

Phoebe Bressack	Planning and Transportation Commission
Val Carpenter	City Council
Scott O'Brien	Chamber of Commerce
Jeff Brunello	Los Altos Village Association
Brooke Ray Smith	Downtown Property Owners
Ron Packard	City Council (former)
Allen Hall	Loyola Corners and Foothill Merchants

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 cost saving alternatives to the materials in the original concept. The final Wayfinding program was approved on June 11, 2013 with Council direction to further investigate reducing the project budget by eliminating certain signs and to separate the project into two phases. Phase I of this project, which includes the commercial districts and corridor signs, was subsequently included in the Capital Improvement Program for FY 2013/14 with a total budget of \$165,000 – which includes \$24,200 in design funds and \$23,200 in contingency. Phase I is now being initiated pursuant to those signs approved by Council and identified in Attachment 1. Phase II primarily includes civic signs and remains unscheduled and unfunded.

DISCUSSION

Recommended Phase I Changes

The Task Force recently reconvened to discuss the construction and installation phase of the project. Council requested that the Task Force discuss if there might be a way to reduce the number of Downtown parking directional signs. Currently there are two at every intersection. The Task Force recommends that eight of the original 17 parking directional signs be eliminated. There are still two at each of the primary intersections at Second and Third Street, where they are most effective once a visitor is in the Downtown core, but the First Street and San Antonio Road parking signs have been removed.

Further, when the Task Force evaluated Council's direction at its meetings on December 11, 2013 and January 15, 2014 it was determined that certain signs that were eliminated were important to the integrity and uniformity of the program and should be reintroduced into Phase I. These sign types are indicated in Attachment 2 and are primarily along San Antonio Road and the primary entrances to the Downtown. The Task Force finds these signs to be important to the overall program and responsive of the City's most active corridor. The concern with not doing these signs is that the City will be perpetuating the current pattern of multiple business district and civic sign types. There

is an existing-model Downtown Los Altos sign at the Foothill and Main Street entrance and no identification at the San Antonio Road and Main Street median. The San Antonio Road sign is considered important given the amount of traffic this thoroughfare receives and that this is the primary Downtown Los Altos entrance. It would also be a lost opportunity to not replace the Foothill sign in order to continue a consistent design and pattern. These two signs are the top priority for any additions to Phase I that Council may consider.

The Task Force is further asking to have the Parking Plaza signs reintroduced – the issue being not that visitors can't find these lots but that they need to know that they are public parking lots and not private. Understanding the budget concerns regarding these recommendations, the Task Force recommends modifying the interior Parking Plaza signs to a pole-style versus the more expensive monument and just using the monument Parking Plaza signs at the Downtown perimeters. Conversely, the Loyola Corners parking lot signs are recommended to be eliminated since these are private parking lots and this introduces a confusing message.

With the sign additions and deletions, the recommendation is to increase the total Phase I budget by \$88,760. It was noted at the Task Force meetings that the City has generated significant construction permit revenue within the Downtown area and, in fact, the City has received over \$200,000 in construction tax alone over the past several years. Construction tax is not a Community Development Department cost recovery revenue but a general tax.

Lastly, Council requested that the Task Force re-evaluate the size of the “B” monument signs. Explore Creative constructed and installed mock-ups of the signs that were installed in the median across from the Community Meeting Chambers from January 20 – 31, 2014. After viewing this installation in the field, it did not appear that they should be any smaller.

Woodland Retail District

At the request of a Woodland retail district business owner, the Woodland signs were re-evaluated. Two Woodland Plaza shopping district monument signs are approved for the Foothill Expressway corridor, and an additional Woodland district pole sign has been added to the Homestead Road median at Foothill. Independent of the Wayfinding project, a new Grant Road street identification sign has also been installed at the Grant and Arboretum Road intersection.

Next Steps

Following Council action, Explore Creative will develop the final construction plan set and help identify manufacturers to bid the signs. A bidaward report will be presented at a regular City Council public meeting for approval. Explore Creative will also help oversee the work as part of its approved contract.

If Council does not support reintroducing the recommended signs into Phase I of this project, the Task Force recommends as an alternative that at least the two Downtown entry signs be added for a total additional cost of \$19,800.

FISCAL IMPACT

The budget to complete Phase I of the Wayfinding sign project is \$165,000 and includes construction document preparation. These funds have been budgeted in the Capital Improvement Program. To approve the Task Force recommendations an additional \$88,760 would need to be appropriated to the project from the capital projects reserve fund.

PUBLIC CONTACT

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

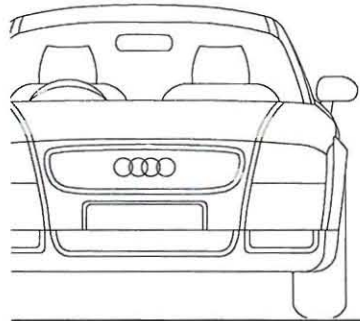
Posting of the meeting agenda serves as notice to the general public.

Funded Phase 1 Signs - As of July 22, 2013

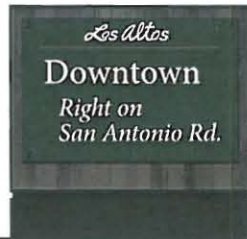
<u>Sign Reference</u>	<u>Location Notes</u>	<u># of Signs</u>	<u>Budget per sign</u>	<u>Total</u>
Phase I - Sign Manufacture and Install				
Sign Type A (A2, A3, A6, A7, A8, A9, A10, A11, A12)	Foothill and El Camino signs	9	\$7,750-8,900	\$74,350
Sign Type B (B3, B4, B8)	San Antonio and El Monte	3	\$9,000-\$10,350	\$28,350
Sign Type E (E2, E3, E9, E10, E11, 3 new E)	San Antonio, Foothill, Loyola Corners, Woodland	8	\$465	\$3,720
Sign Type PL (all)	Loyola Corners Parking signs	3	\$425	\$1,275
Sign Type PD	Downtown Parking Directional	17	\$425-\$500	<u>\$8,275</u>
				\$115,970
Phase 2 - Sign Manufacture and Install				
Sign Type A (A1, A4, A5)	Anticipation signs	3	\$7,750	\$23,250
Sign Type B (B1, B2, B5, B6, B7)	San Antonio reassurance signs and Civic Center signs	5	\$9,000	\$45,000
Sign Type C (C1 and C2)	Civic Center Monuments	2	\$14,000	\$28,000
Sign Type D (D1, D2)	Downtown Monuments	2	\$12,075	\$24,150
Sign Type E (E1, E4, E5, E6, E7, E8)	Internal city directionals	6	\$465	\$2,790
Sign Type PZ (all)	Parking plaza identifiers	20	\$5,500	<u>\$110,000</u>
				\$233,190
Phase I				
Design Drawings	\$24,200			
Sign Manufacture and Install	\$115,970			
Contingency	<u>\$23,200</u>			
Total	\$163,370			
Phase II				
Design Drawings	\$10,000			
Sign Manufacture and Install	\$233,190			
Plaza Renaming Payments to Businesses	\$10,000			
Contingency	<u>\$46,600</u>			
Total	\$299,790			

Phase 1 Sign Family and Funded Budget

Scale: 1/2" = 1'0"



Sign Type A:
Qty 9
Budget: \$74,350 total



Sign Type B:
Qty 3
Budget: \$28,350 total



Sign Type E:
Qty 8
Budget: \$3,720 total



Sign Type PD:
Qty 9
\$8,275 total



CITY OF LOS ALTOS NEW SIGN PROGRAM

San Jose, CA phone (707) 938-9960 fax (707) 938-9961

February 10, 2014

Task Force-proposed changes to funded Phase 1 Signs
Feb 10, 2014

<u>Sign Reference</u>	<u>Location Notes</u>	<u># of Signs</u>	<u>Budget per sign</u>	<u>Total</u>
Add back or delete:				
Signs B1, B2 (single sided only)	On San Antonio; earlier direction/reassurance from El Camino	2	\$9,450	\$18,900
Sign Type E - rebudgeted manufacture*	E2, E3, E4, E8, E9, E10, E11, new E12	8	\$1,000	\$8,000
Sign Type E - already funded for E signs		8	(\$465)	(\$3,720)
Delete Sign Type PL (all)	Loyola Corners Parking signs (private lots)	3	(\$425)	(\$1,275)
Sign D1 (single-sided)	Gateway to Downtown/San Antonio	1	\$9,450	\$9,450
Sign D2 (2-sided)	Gateway to Downtown/Foothill	1	\$10,350	\$10,350
Sign Type PD - rebudgeted manufacture**	Downtown Parking Directional (mounted to light post)	9	\$700	\$6,300
Sign Type PD - already funded for PD Signs (Delete 8 PD's of original 17 for new total of 9. Delete PD-1, PD-2, PD-8, PD-13, PD-14, PD-15, PD-16, PD-17)		17	(\$485)	(\$8,245)
Sign Type PZ - Parking Plaza Identity, Monument Style	Downtown Perimeter (PZ-1, 6, 12, 19, 21)	5	\$5,000	\$25,000
Sign Type PZ - Parking Plaza Identity, Pole-mounted Style	Downtown interior (all other PZ's)	16	\$1,500	<u>\$24,000</u>
Total Budget for proposed Phase I changes				\$88,760

* Sign Type E rebudgeted for square black powder coated posts versus standard round galvanized and variable install conditions

** Sign Type PD rebudgeted for bracket size adjustment

Proposed Additions to Phase 1 Sign Family

Scale: 1/2" = 1'0"

Signs D1 and D2:
Budget: \$19,800 for pair



Signs B1 & B2:
Qty 2
Budget: \$18,900 for pair



Sign Type PZ • Pole-Mounted
Qty 16
Budget: \$1,500 ea
or \$24,000 total



Sign Type PZ • Monument
Qty 5
Budget: \$5,000 ea
or \$25,000 total



City of Los Altos Sign Program

FUNDED AND RECOMMENDED DOWNTOWN SIGN LOCATIONS

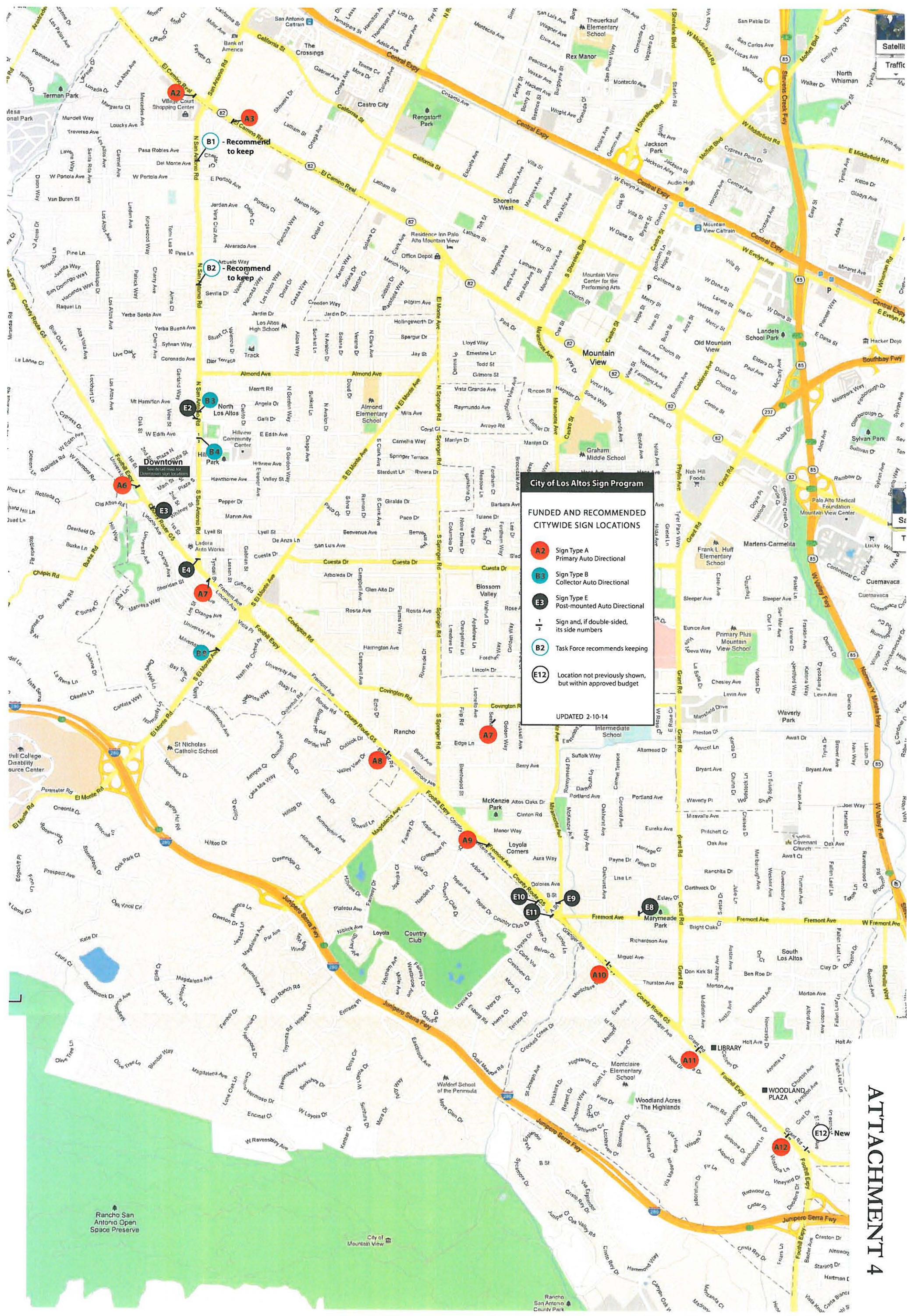
- PD-1** Sign Type PD
Parking sign, Downtown
- PZM-1** Sign Type PZ- Monument
Perimeter Parking Plaza Identity
- PZP-1** Sign Type PZ- Post-mounted
Internal Parking Plaza Identity
- D1** Task Force recommends keeping
Gateway Identities

CITYWIDE SIGNS ALSO IN THIS AREA:

- A6** Sign Type A
Primary Auto Directional
- B4** Sign Type B
Collector Auto Directional
- E2** Sign Type E
Post-mounted Auto Directional

UPDATED 2-10-14





City of Los Altos Sign Program

FUNDED AND RECOMMENDED CITYWIDE SIGN LOCATIONS

- A2 Sign Type A Primary Auto Directional
- B3 Sign Type B Collector Auto Directional
- E3 Sign Type E Post-mounted Auto Directional
- $\frac{1}{2}$ Sign and, if double-sided, its side numbers
- B2 Task Force recommends keeping
- E12 Location not previously shown, but within approved budget

UPDATED 2-10-14