

**STAFF REPORT
COUNCIL MEETING OF NOVEMBER 8, 2011
CONSENT ITEM**

TO: HONORABLE MAYOR AND MEMBERS OF THE TOWN COUNCIL

FROM: BRIAN FRAGIAO, DIRECTOR OF PUBLIC WORKS/TOWN ENGINEER

DATE: OCTOBER 28, 2011

SUBJECT: TOWN BUSINESS DIRECTIONAL SIGNS



RECOMMENDATION:

Approve the revised sign layouts and direct staff to order and install signs at a cost of \$2,000.

BACKGROUND:

At the October 11, 2011 Council meeting, Council discussed the modifying of the existing business directional signs that are placed at five key entry points into town. Staff presented a proposed layout of the new directional signs that would replace the existing signs. During discussions, Council also directed staff to include the following:

- Keep the lettering the same size,
- Keep the directional arrows in the same direction together,
- Add an additional 12 inches to the bottom of the sign for future business or events.
- Find a way to separate the wordy "Swetzer Rd. Business Park" from the single line titles to make the sign less confusing.

Staff took this information to Sierra Safety Sign Company in Newcastle to develop a new sign that would be constructed of the same materials used on street signs. The engineering grade reflective material will provide better visibility at night and help slowdown color fading. Attached is a layout of the proposed signs. The signs will follow the existing with a color logo at the top, blue background and white lettering and arrows. The signs will be 48" wide by 60" tall. The existing signs are 41" wide and 33" tall.

CEQA:

There are no CEQA issues in modifying the directional signs. The proposed signs will replace the existing signs in the same locations within the Town's right-of-way.

FINANCIAL AND/OR POLICY IMPLICATIONS:

The cost for the five modified signs will be roughly \$2,000. As mentioned last month, there is \$2,025 remaining in the Chamber/business project account for the 2011/2012 fiscal year. Staff will be able to construct and install the signs with these funds and avoid use of the Town's reserves.

Taylor @ SCB

HSB @ Taylor

10" LOGO
3" LETTERS

↑ DOWNTOWN
 ↑ DEL ORO H.S.
 ↑ LOOMIS DEPOT
 ↑ FRUIT SHEDS
 ↑ BLUE ANCHOR PARK

↑ SWETZER RD.
 BUSINESS
 PARK

10" LOGO
3" LETTERS

BLUE ANCHOR PARK ↑
 LOOMIS DEPOT ↑
 HIGH HAND SHED ←
 BLUE GOOSE SHED →
 DEL ORO H.S. →

SWETZER RD.
 BUSINESS
 PARK →

10" LOGO
3" LETTERS

↑ DOWNTOWN
 ↑ LOOMIS DEPOT
 ↑ FRUIT SHEDS
 ↑ BLUE ANCHOR PARK

SWETZER RD. →
 BUSINESS
 PARK

10" LOGO
3" LETTERS

← DOWNTOWN
 ← DEL ORO H.S.
 ← LOOMIS DEPOT
 ← FRUIT SHEDS
 ← BLUE ANCHOR PARK

SWETZER RD.
 BUSINESS
 PARK

10" LOGO
3" LETTERS

DOWNTOWN →
 DEL ORO H.S. →
 LOOMIS DEPOT →
 FRUIT SHEDS →
 BLUE ANCHOR PARK →

SWETZER RD.
 BUSINESS →
 PARK

48

48

48

48

48

60

60

60

60

60

12"

12"

12"

12"

12"

Taylor @ King

IBO EXIT WEST

IBO EXIT EAST