



Staff Report

DISCUSSION AND DIRECTION FOR THE “WELCOME TO BELMONT-WWW.BELMONT.GOV” SIGNS TO BE INSTALLED AT THE ENTRY POINTS INTO THE CITY

Honorable Mayor and Council Members:

Summary

This report provides City Council with several alternative signing options for the “Welcome to Belmont – www.Belmont.gov” signs that staff were requested to develop. The proposed signs would be installed at the entry points into the City at the Ralston Avenue/US 101 freeway interchange.

Background

City Council requested staff to investigate developing and installing signs that welcome visitors to the City and advise them of the City’s website so that they could become better acquainted with the City and the services provided in the City.

Discussion

The Public Works staff developed several signs for your consideration. They are described as follows:

- 1) Blue letters on a white background in the shape of the City’s logo
- 2) White letters on a blue background in the shape of the City’s logo
- 3) Blue letters on a half screened City logo in the shape of the City’s logo
- 4) Blue letters on a white background with a City logo in a rectangular shape

All of the signs are approximately the same size. The cost for the fabrication and installation of each sign is approximately \$300. City staff can do the fabrication and installation in house.

The target market for these signs was to provide the City’s website to visitors staying in our City and enable them to easily find the City’s website. The signs are proposed to be installed at regional entry points to the City such as the Ralston Avenue/US 101 freeway interchange.

General Plan/Vision Statement

No Impact.

Fiscal Impact

The cost for each sign is estimated to be \$300 per sign. The Public Works Department can fabricate and install the signs using existing maintenance funds.

Public Contact

The Council agenda was posted.

Recommendation

Staff recommends that Council select one sign and instruct staff to proceed with the fabrication and installation of the signs at the regional entry points to the City.

Alternatives

1. Take no action
2. Refer back to staff to develop additional sign designs

Attachments

- A. Blue lettering on white background in the shape of the City’s logo – Council Only
- B. White lettering on blue background in the shape of the City’s logo – Council Only
- C. Blue lettering on a half screened City logo in the shape of the City’s logo – Council Only
- D. Blue lettering on white background with a City logo on a rectangular background – Council Only

Respectfully submitted,

Raymond E. Davis III
Public Works Director
(650) 595-7459
rdavis@belmont.gov

Maureen L. Cassingham
Interim City Manager