



Staff Report

RESOLUTION ESTABLISHING THE STREET NAME DESIGN STANDARDS FOR SIGNALIZED INTERSECTIONS WITH WHITE, REGULAR FONT LETTERING WITH WHITE BORDER ON GREEN BACKGROUND WITH THE CITY OF BELMONT LOGO IN WHITE

Honorable Mayor and Council Members:

Summary

The purpose of this report recommends City Council adopt a standard for street name signs at signalized intersections. The proposed standards have been reviewed by the Planning Commission and the Infrastructure Committee.

Background

Existing State law requires the installation of street name signs at all signalized intersections. The reason is to make it easier for vehicle drivers to identify a street and improve the safety for all users in the area. It also improves the ability of emergency vehicles to respond to specific locations. There are a number of intersections in the City that did not have adequate signing to conform to the State law.

In 2008, the Public Works Department began installing new street name signs at signalized intersections to make signage more visible to motorists, as well as providing signs that were newer and in new condition and thus more visually pleasing. Concerns were raised regarding the design of the signs. City Council instructed the Public Works Department to have the Planning Commission review the proposed signs. The Public Works Department had several sample signs (Attachment A) made up and those signs were reviewed by the Planning Commission.

On June 16, 2008 the Infrastructure Committee viewed the signs and noted that the style and type would be reviewed with the Planning Commission on June 17, 2008. On June 17, 2009, a presentation was made to the Commission. The report that was provided to the Commission is attached for reference showing the types of options that were discussed and the input that was requested. One consideration presented to the Commission was the need for signage of a size and material that is adequate to be seen by motorists.

The Commission recommended installation of signs (Sign No. 1 in Attachment A) that have white, regular font lettering with a white border on a green background after reviewing the different signs in the field. The Commission suggested that if a logo was to be shown on the sign that the logo should be of a smaller scale, and not occupy the same prominence as the street name on the sign. The Commission also supported the use of signs that are of a material and size that will be clearly visible to motorists.

The Infrastructure Committee reviewed the Planning Commission recommendation and concurred with their recommendation.

Discussion

The Public Works Department proposes to install the new street name signs per the standards adopted by City Council at three locations before the end of 2008. The locations proposed for signs are the intersections of Ralston Avenue at Hiller Street, Old County Road, El Camino Real, Sixth Street, Alameda de las Pulgas, Cipriani Boulevard, Davis Drive, Hillcrest Drive, Hallmark Drive and Christian Drive.

Public Works will work with the State of California to replace all the signs at signalized intersections along El Camino Real and the 101 freeway off-ramps.

General Plan/Vision Statement

The installation of the recommended street name signs is in conformance with the following City of Belmont Vision Statements:

- Belmont prides itself on being unique.
- We put a priority on getting out of, into, and through town efficiently
- We require safe residential streets and smooth-flowing thoroughfares

Fiscal Impact

The Public Works Department will be responsible for the fabrication and installation of the street signs. The cost can be part of the existing Public Works Services budget.

Public Contact

The Planning Commission and Infrastructure Committee of the City Council have reviewed and made recommendations regarding the street name signs. The publication and posting of the City Council agenda.

Recommendation

It is recommended that the Council adopt a resolution establishing the street name design standards for signalized intersections with the white, regular font lettering with a white border on a green background with a City of Belmont logo in white (Sign 1 in Attachment A).

Alternatives

1. Take No Action
2. Request Additional Information
3. Install the proposed signs at four locations and receive additional public comment on the design.

Attachments

- A. June 17, 2008 Planning Commission Meeting – Agenda 5A, Discussion Regarding Street Name Signs at Signalized Intersections (with Exhibit A, photos)

Respectfully submitted,

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Jack R. Crist
City Manager

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RESOLUTION NO. _____

**RESOLUTION OF THE CITY COUNCIL OF THE CITY OF BELMONT
ESTABLISHING THE STREET NAME DESIGN STANDARDS FOR SIGNALIZED
INTERSECTIONS WITH WHITE, REGULAR FONT LETTERING WITH
WHITE BORDER ON GREEN BACKGROUND WITH THE
CITY OF BELMONT LOGO IN WHITE**

WHEREAS, existing State law requires the installation of street name signs at all signalized intersections; and,

WHEREAS, on June 16, 2008, the Infrastructure Committee viewed the signs and noted the style and type; and,

WHEREAS, on June 17, 2008, the Planning Commission reviewed the style and type; and,

WHEREAS, the Planning Commission recommended installation of signs that have white, regular font lettering with a white border on green background with the City logo in white; and.

WHEREAS, the Infrastructure Committee reviewed the Planning Commission recommendation and concurred with their recommend.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Belmont approves establishing the street name design standards for signalized intersections with white, regular font lettering with white border on green background with the City Of Belmont logo in white.

* * * * *

I hereby certify that the foregoing Resolution was duly and regularly passed and adopted by the City Council of the City of Belmont at a regular meeting thereof held on December 9, 2008 by the following vote:

AYES, COUNCILMEMBERS: _____

NOES, COUNCILMEMBERS: _____

ABSTAIN, COUNCILMEMBERS: _____

ABSENT, COUNCILMEMBERS: _____

CLERK of the City of Belmont

APPROVED:

MAYOR of the City of Belmont

EXHIBIT A
Street Sign Photos



1



2



3



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