



**TOWN OF LOS GATOS
COUNCIL AGENDA REPORT**

MEETING DATE: 10/01/2024

ITEM NO: 6

DATE: September 26, 2024
TO: Mayor and Town Council
FROM: Katy Nomura, Interim Town Manager
SUBJECT: Consider the Following Actions in Support of Multi-Tenant Civic Center Monument Signage:
a. Authorize Creation of a New Capital Improvement Project for the Monument Signage; and
b. Authorize an Expenditure Budget Transfer in the Amount of \$50,000 From the Downtown Streetscape Project (CIP No. 813-0235) to the Monument Signage Project

RECOMMENDATION:

Consider the following actions in support of multi-tenant Civic Center monument signage:

- a. Authorize creation of a new capital improvement project for Civic Center Monument Signage; and
- b. Authorize an expenditure budget transfer in the amount of \$50,000 From the Downtown Streetscape Project (CIP No. 813-0235) to the Civic Center monument signage project.

BACKGROUND:

On May 21, 2024, during the Town Council's Budget Hearing, staff received two directives regarding signage. One was to allocate \$50,000 to the Wayfinding Program for signage for the Town of Los Gatos Civic Center, including the New Museum of Los Gatos (NUMU). The other was to set a date of no later than December of 2025 to have a sign for NUMU. Following the motion regarding the NUMU signage there was discussion about the need for a monument sign for all Civic Center tenants so from East Main Street visitors would have clarity they had arrived in the correct location. Reference was made the signage recently installed at the Nob Hill shopping area as a potential model.

PREPARED BY: Saurabh Nijhawan
Senior Civil Engineer

Reviewed by: Interim Town Manager, Town Attorney, Finance Director, Director of Parks and Public Works

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The Wayfinding Program Civic Center signage has been developed, with three locations identified for placement. This signage has been reviewed by Town staff and stakeholders and a final draft is in development. This design was developed by Hunt Design and is intended to stylistically coordinate with the Downtown Wayfinding Program that is currently underway. Sign installations for the Downtown Wayfinding are expected in fall 2024, and the Civic Center signage will be installed as part of that work.

The topic of this report focuses on the next steps for the monument sign that will address Council's direction to have a sign for NUMU by December 2025.

DISCUSSION:

Staff has secured a cost proposal from Hunt Design to create concepts, support stakeholder outreach, and implement the construction of a Civic Center Monument Sign. This sign will identify all the tenants within the Civic Center, including NUMU. The intent is to place this sign in a visible location near East Main Street. This monument sign, coupled with the Campus Wayfinding signage, will improve the visibility of NUMU.

Hunt has provided a cost estimate of \$15,000 for the design and stakeholder engagement associated with the sign. Based on initial discussions with designers and typical costs associated with similar projects, construction is estimated at \$35,000. While the final cost of the project will depend on the selected design, staff is proposing a total project cost of \$50,000 for design and construction at this time.

If authorized to create this new capital improvement project and proceed, Hunt Design Group will provide two to three design options compatible with Town branding and campus architecture. Staff will review those options with stakeholders before returning to Council for design feedback. Once feedback is received, construction documents will be prepared. Staff will return to Town Council to request authorization to execute agreements for construction.

CONCLUSION:

Staff recommends creating a new capital improvement project and funding the design and construction of a monument sign for Civic Center Campus, in alignment with Council's previous direction.

FISCAL IMPACT:

Currently, there is no funding allocation for the design and construction of a monument sign. Staff expects design to cost approximately \$15,000 and construction is expected to cost approximately \$35,000, although a more refined cost estimate will be prepared once design is complete.

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Staff recommends an expenditure budget transfer, allocating \$50,000 from the Downtown Streetscape Project (CIP No. 813-0235) to the proposed project.

ENVIRONMENTAL ASSESSMENT:

This is not a project defined under CEQA, and no further action is required.