

JOHN A. FANTHAM
DIRECTOR OF PUBLIC WORKS

County of Santa Cruz 141

DEPARTMENT OF PUBLIC WORKS

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AGENDA: MARCH 2, 1999

February 22, 1999

SANTA CRUZ COUNTY BOARD OF SUPERVISORS
701 Ocean Street
Santa Cruz, California 95060

SUBJECT: SANTA CRUZ HARBOR - DIRECTIONAL SIGNAGE

Members of the Board:

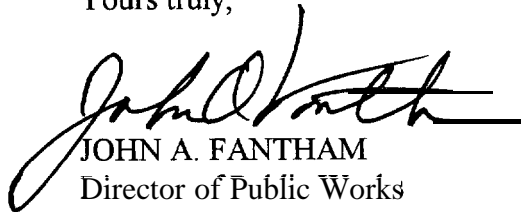
The Santa Cruz Harbor has submitted a request to the Department of Public Works to install new directional **signage** along several County roadways to improve the public's awareness in accessing the Harbor. The new directional signs would provide consistency with the signs currently in use by the City of Santa Cruz in directing traffic to the Harbor and other areas of interest throughout the city. A list of the proposed directional **signage** locations is included for your Board's review.

The proposed **signage** color scheme was developed through the City of Santa Cruz's Redevelopment Agency, and a sample is included for your Board's review. Since the proposed color scheme for the signs is not recognized as a directional sign color in the State Traffic Manual, the Department of Public Works is submitting the **signage** request through your Board for approval on behalf of the Santa Cruz Harbor.

If your Board approves the Harbor directional **signage** plan, the Department of Public Works is recommending that the signs be purchased and installed by Santa Cruz Harbor through the County encroachment permit process. The County's existing directional signs for the Santa Cruz Harbor would be removed at the time the new directional signs are installed. The encroachment permit for the Harbor signs may also be revoked in the future if or when a future Live Oak Signage Plan is developed by the County Redevelopment Agency.

It is therefore recommended that the Board of Supervisors approve the proposed directional **signage** plan for the Santa Cruz Harbor and direct the Department of Public Works to process the Encroachment Permit for the new Santa Cruz Harbor directional signs.

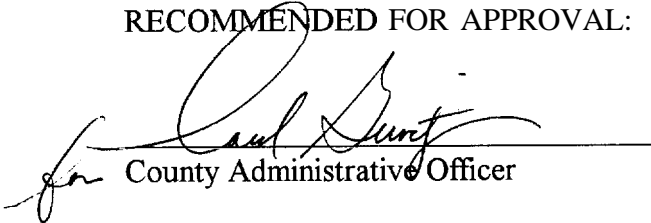
Yours truly,


JOHN A. FANTHAM
Director of Public Works

JJP:mg

Attachments

RECOMMENDED FOR APPROVAL:


County Administrative Officer

copy to: Public Works
 Santa Cruz Harbor
 County Redevelopment Agency

SANTA CRUZ HARBOR
STREET LOCATION FOR PROPOSED DIRECTIONAL SIGNAGE

<u>SIGN DESCRIPTION</u>	<u>MAIN STREET</u>	<u>CROSS STREET</u>
Harbor → (icon)	Soquel Avenue	Capitola Road
Harbor ← (icon)	Soquel Avenue	Capitola Road
Harbor ↑ (icon)	Soquel Avenue	7th Avenue
Harbor ← (icon)	Soquel Avenue	Highway 1 frontage
Harbor → (icon)	Capitola Road	7th Avenue
Harbor Businesses, Boat Launch → / Beach Parking ↑	Murray Avenue	Lake Avenue
Harbor Businesses Boat Launch ←	Eaton Street	Lake Avenue
North Harbor, SR 1 ← / Beach →	Eaton Street	7th Avenue
North Harbor → / Harbor Businesses, Boat Launch ↑	7th Avenue	Brommer Street
Harbor Businesses, Boat Launch → / Beach Parking ↑	7th Avenue	Eaton Street

