



**DATE:** February 23, 2015

**TO:** North Fair Oaks Community Council  
**FROM:** North Fair Oaks Public Art Workgroup  
**SUBJECT:** North Fair Oaks Entrance Sign Recommendation

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**RECOMMENDATION:**

To approve the recommendation from the North Fair Oaks Public Art Workgroup for 4 entrance signs at the following locations: 5<sup>th</sup> Ave near El Camino, Middlefield Road at Semicircular, 5<sup>th</sup> & Fair Oaks, and 2600 Middlefield Road.

**BACKGROUND:**

The Board of Supervisors adopted the North Fair Oaks Community Plan in 2011. One goal of the North Fair Oaks Community Plan, consistent with the expressed goals of the community, is to strengthen the identity as a community, by enhancing the awareness and visibility of North Fair Oaks as a distinct, cohesive place. Placement of public art at key entry locations in North Fair Oaks, an explicit implementation component of the Plan, would further this goal. For this reason the Board of Supervisors allocated funding for entrance signs at 4 locations in North Fair Oaks: one at either end of Middlefield Road and one at either end of 5<sup>th</sup> Avenue.

The North Fair Oaks Public Art Workgroup presented 8 entrance sign concept ideas to the community for input at the community meeting on September 23, 2014. The Public Art workgroup chose to move forward with the silhouette concept developed by Kent Manske as it received the most positive input out of all of the proposed concepts (see summary of input attached).

*Concept: To engage the diversity and forward thinking nature of the community, these signs behave less like generic "welcome" signs and instead function more to unify the community through celebration, inclusiveness & positivity. The goal of the signs along with public art, community cleanliness and the update of Middlefield Road is to form a positive image of North Fair Oaks and engender community pride.*

After presenting the concept to the North Fair Oaks Community Council in January for feedback, 10 different silhouette shapes of local community members were prepared and presented to the community for input at the community meeting on January 27, 2015 (see summary of input attached). Based on the input from this meeting, the workgroup developed a recommendation for the North Fair Oaks Community Council identifying the silhouette shape and color for each location (see attachment for silhouette shapes and color description).

**DISCUSSION:**

Based on the input from the community meeting in January 27, 2015, the North Fair Oaks Public Art Workgroup developed a recommendation that includes the silhouette shapes that were most popular based on the votes submitted (see table below). Each sign will consist of a silhouette about 10 feet tall with “North Fair Oaks” printed in white text going up the spine of the sign. The conceptual colors identified by the workgroup are still being researched with fabricators to make sure that colors used for the signs are the most durable and longest lasting options possible. The workgroup also agreed to avoid any gang related colors as a way to prevent graffiti that might occur as a result.

<b>Location</b>	<b>Shape</b>	<b>Color</b>
5 <sup>th</sup> Ave near El Camino	Musician	Light purple*
Middlefield at Semicircular	Father with children	Orange
5 <sup>th</sup> & Fair Oaks	Skateboarder	Lime green*
2600 Middlefield Road (Fair Oaks Community Center)	Mother with child	Magenta*

\*Exact shades of these colors are to be determined

The locations were chosen based on proximity to major gateways to the North Fair Oaks Community, including either end of Middlefield Road and either end of 5<sup>th</sup> Avenue. The workgroup identified locations that would be the best suited for a 10 foot tall silhouette sign to serve as an entry point to the community

**FISCAL IMPACT:**

It is recommended that the \$12,000 allocated by the Board of Supervisors for North Fair Oaks entry signage along with \$13,000 of the funds originally allocated for Public Art in North Fair Oaks be used to implement four entry signs. The cost of the signs will be \$5,000 each, with \$5,000 additional funds set aside as a reserve.

<b>Proposal</b>	<b>FY 2014/2015</b>
4 North Fair Oaks entrance signs	\$20,000
Reserve for any extra costs	\$5,000
<b>TOTAL</b>	<b>\$25,000</b>

**Musician**  
5th near El Camino  
Light Purple  
6' x 10' tall



**Father**  
Middlefield at Semil-Circular  
Orange  
4' x 10' tall



**Skateboarder**  
5th & Fair Oaks  
Lime Green  
6.2' x 10' tall



**Mother**  
Community Center  
Magenta  
5' x 10' tall

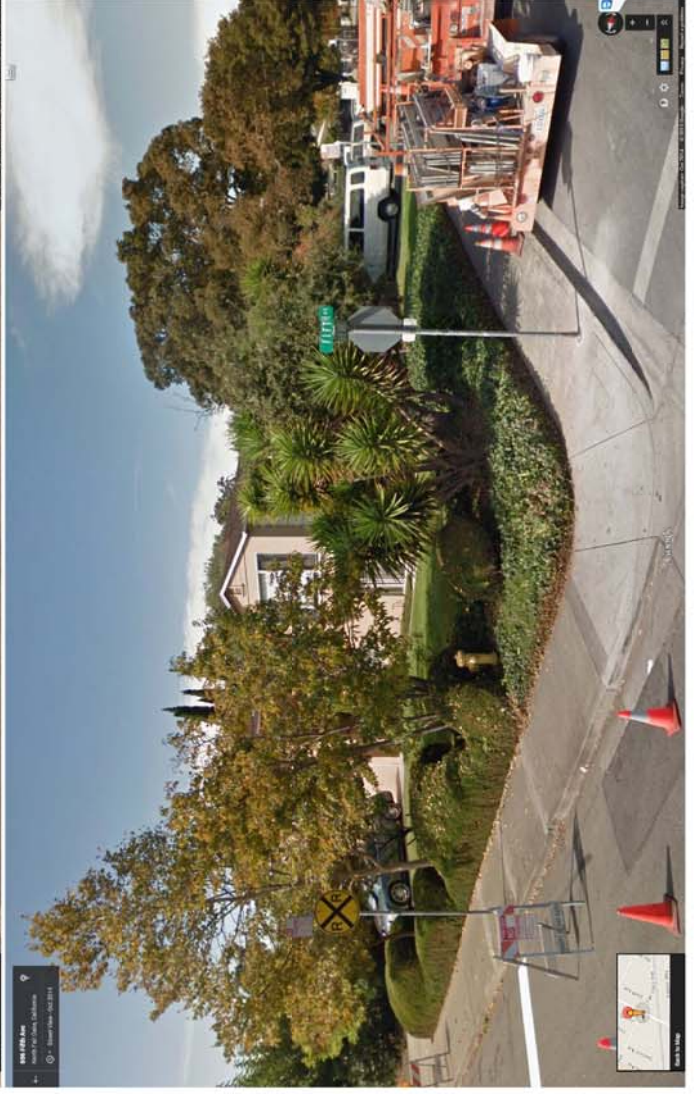


## Silhouette Entrance Signs: Community Feedback

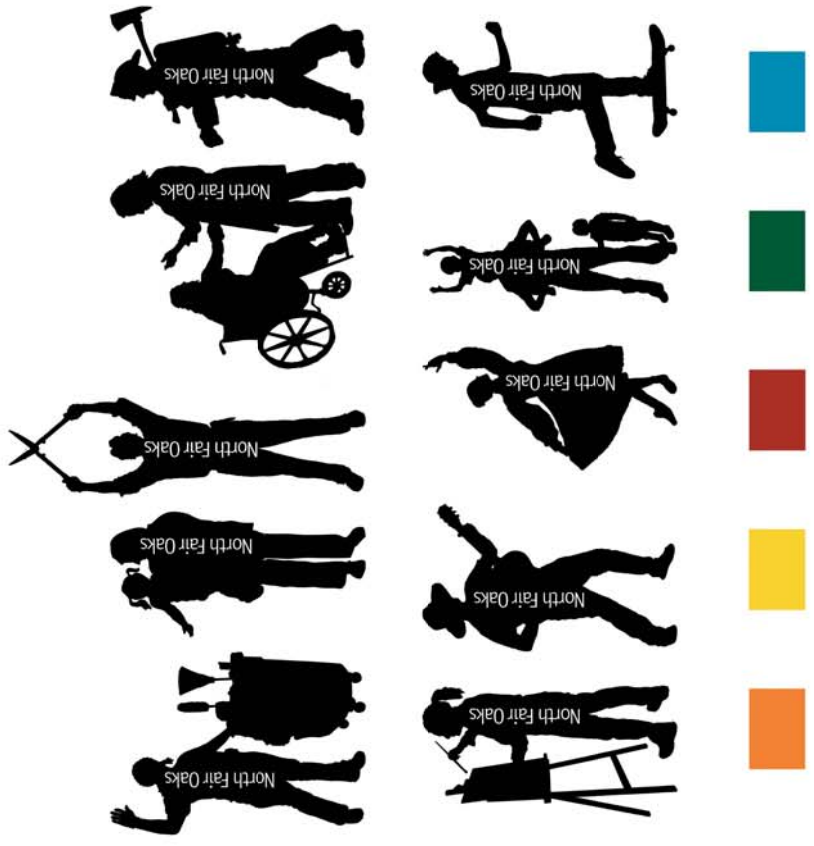
January 27, 2015

Four locations identified by the North Fair Oaks Public Art Workgroup along with silhouette shapes and colors were presented at the community meeting on January 27, 2015 for input from the community. Attendees were asked to vote for a silhouette shape and a silhouette color for each individual location. The following pages will show images of the locations and the possible silhouettes at that location as well as by the input provided for that specific location by the community.

# @ 5TH AVE & FAIR OAKS

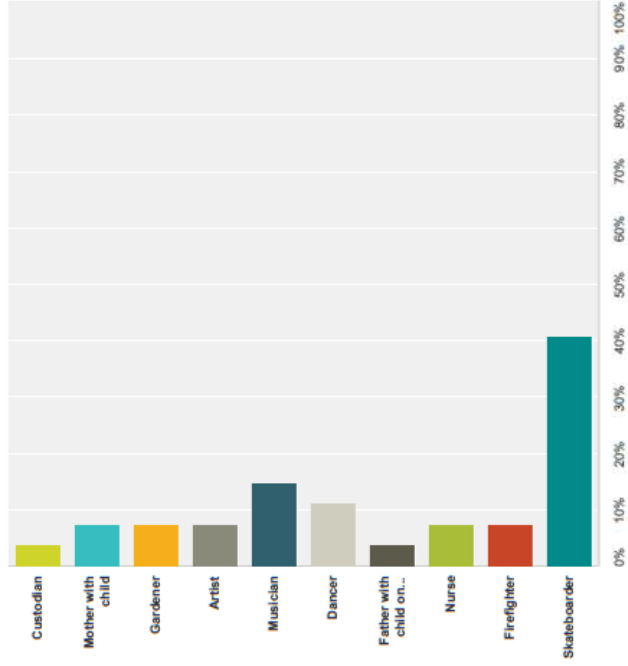


## NORTH FAIR OAKS



### Q1 Silhouette @ 5th Avenue & Fair Oaks

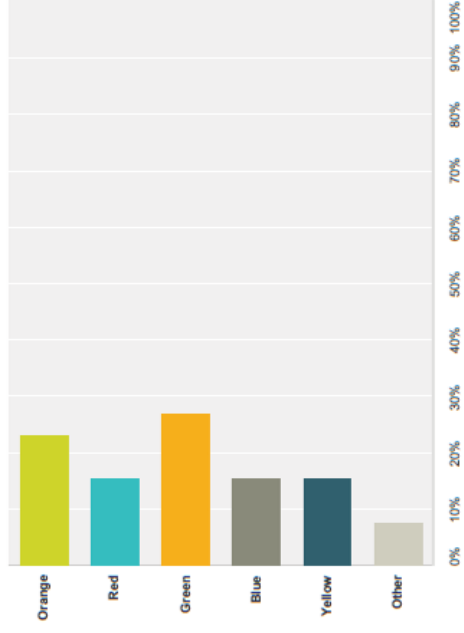
Answered: 27 Skipped: 0



Answer Choices	Responses
Custodian	1
Mother with child	2
Gardener	2
Artist	2
Musician	4
Dancer	3
Father with child on shoulders	1
Nurse	2
Firefighter	2
Skateboarder	11
<b>Total Respondents: 27</b>	

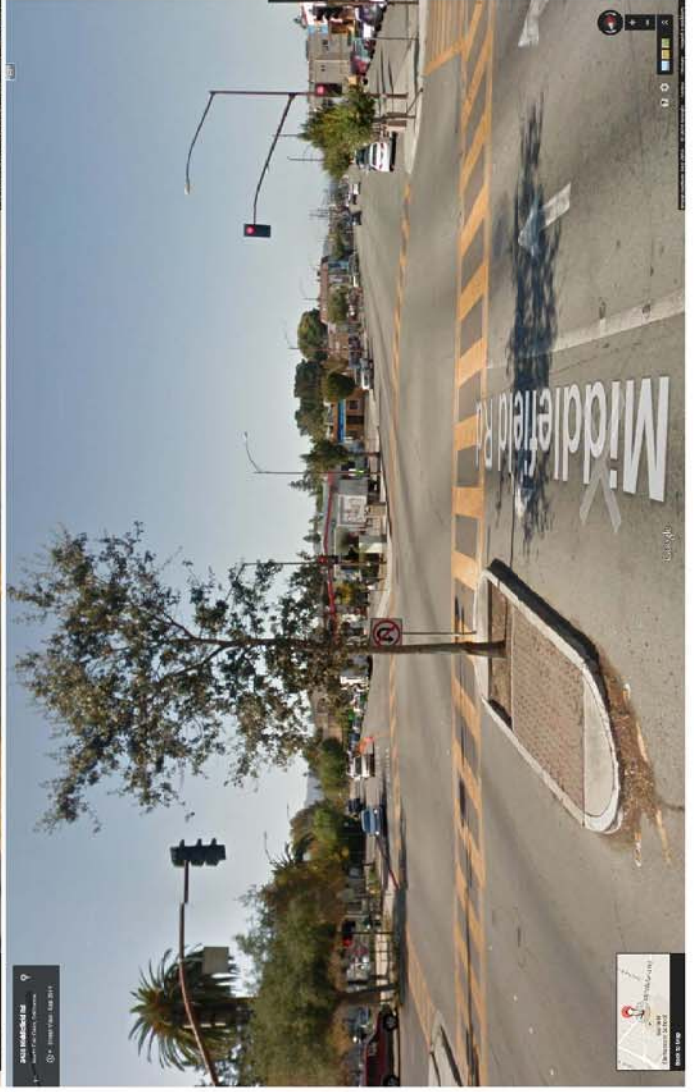
### Q2 Color @ 5th Avenue & Fair Oaks

Answered: 26 Skipped: 1

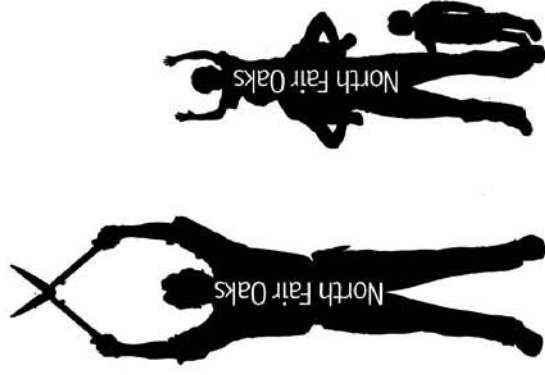


Answer Choices	Responses
Orange	23.08%
Red	15.38%
Green	26.92%
Blue	15.38%
Yellow	15.38%
Other	7.69%
<b>Total Respondents: 26</b>	

# @ SEMICIRCULAR & MIDDLEFIELD RD

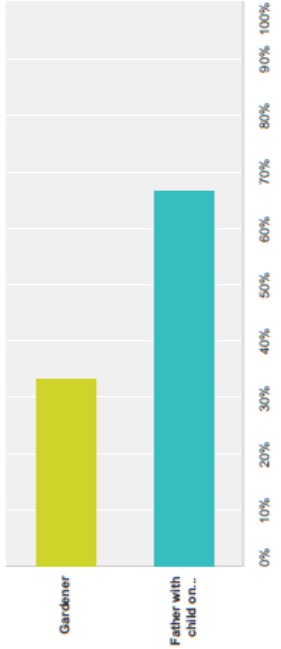


## NORTH FAIR OAKS



### Q4 Silhouette @ Semicircular & Middlefield Road

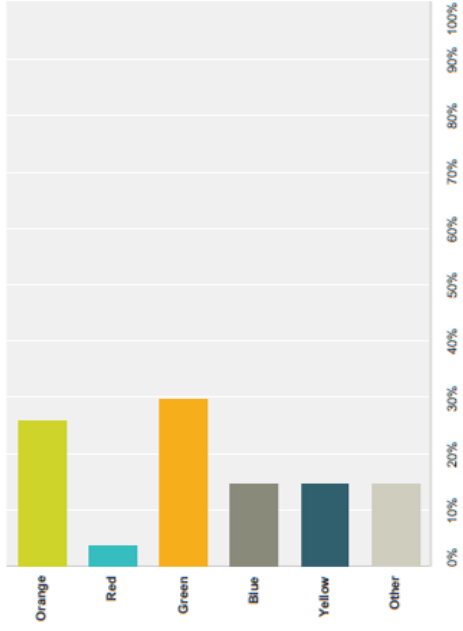
Answered: 27 Skipped: 0



Answer Choices	Responses
Gardener	33.33%
Father with child on shoulders	66.67%
<b>Total Respondents: 27</b>	

### Q5 Color @ Semicircular & Middlefield Road

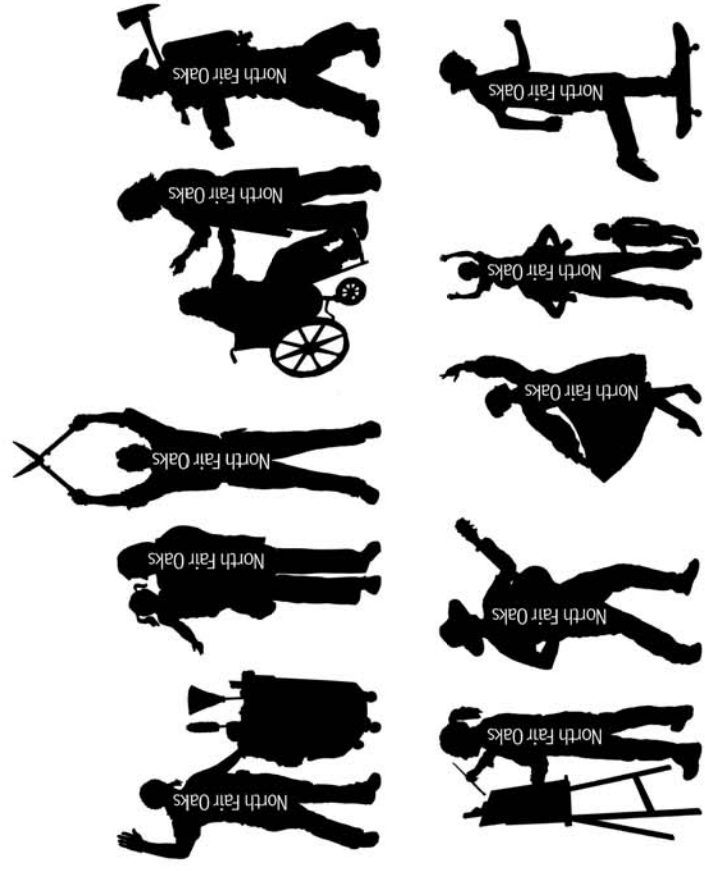
Answered: 27 Skipped: 0



Answer Choices	Responses
Orange	25.93%
Red	3.70%
Green	29.63%
Blue	14.81%
Yellow	14.81%
Other	14.81%
<b>Total Respondents: 27</b>	

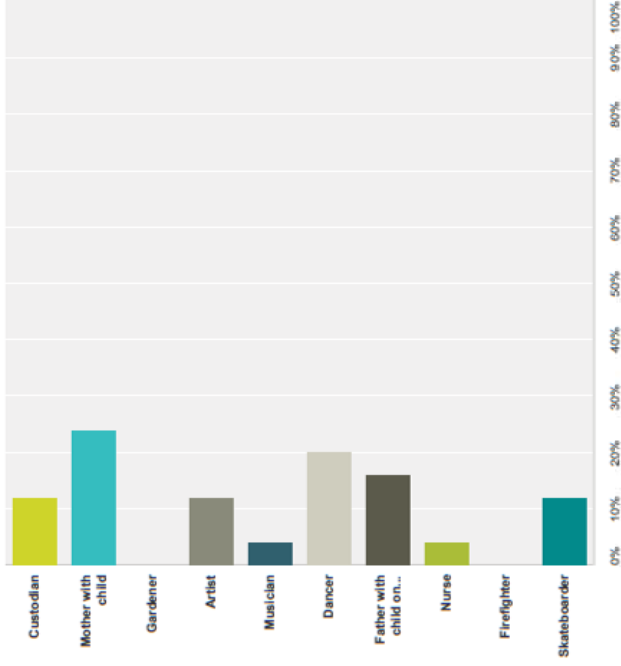


# @ 2600 MIDDLEFIELD RD



### Q7 Silhouette @ 2600 Middlefield Road

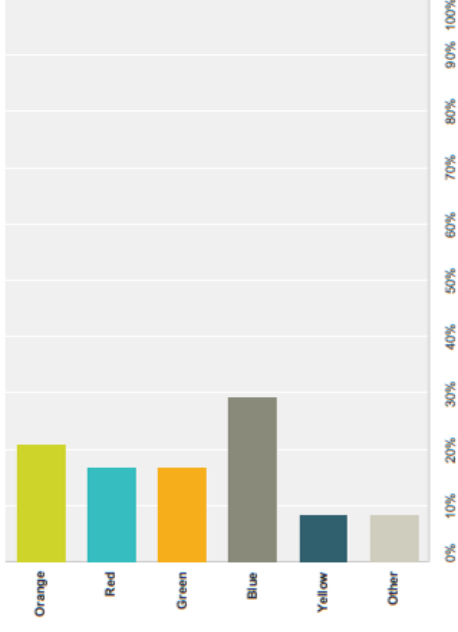
Answered: 25 Skipped: 2



Answer Choices	Responses
Custodian	12.00%
Mother with child	24.00%
Gardener	0.00%
Artist	12.00%
Musician	4.00%
Dancer	20.00%
Father with child on shoulders	16.00%
Nurse	4.00%
Firefighter	0.00%
Skateboarder	12.00%
<b>Total Respondents: 25</b>	

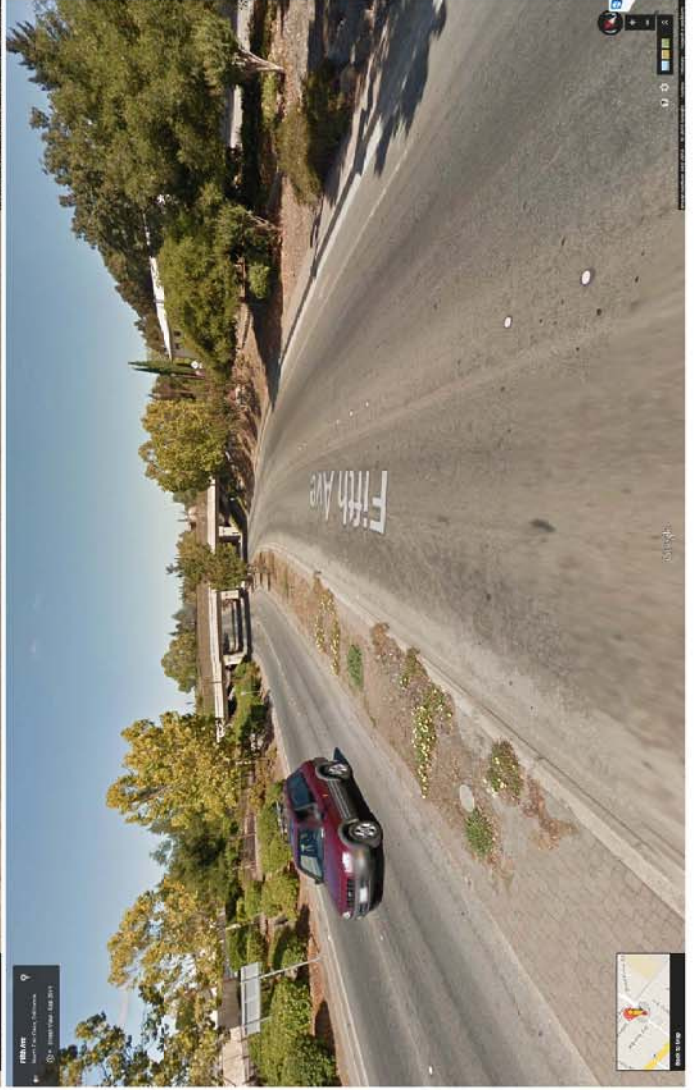
### Q8 Color @ 2600 Middlefield Road

Answered: 24 Skipped: 3

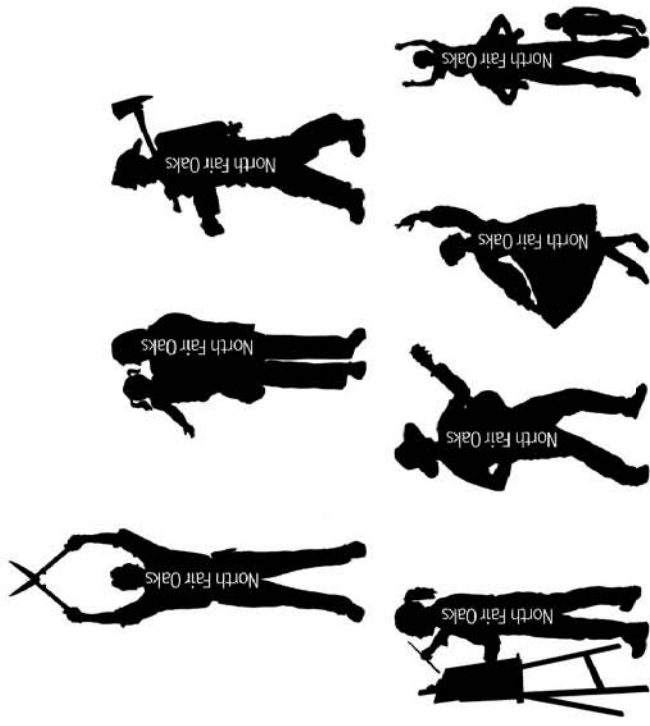


Answer Choices	Responses
Orange	20.83%
Red	16.67%
Green	16.67%
Blue	29.17%
Yellow	8.33%
Other	8.33%
<b>Total Respondents: 24</b>	

# @ 5TH AVE & EL CAMINO REAL

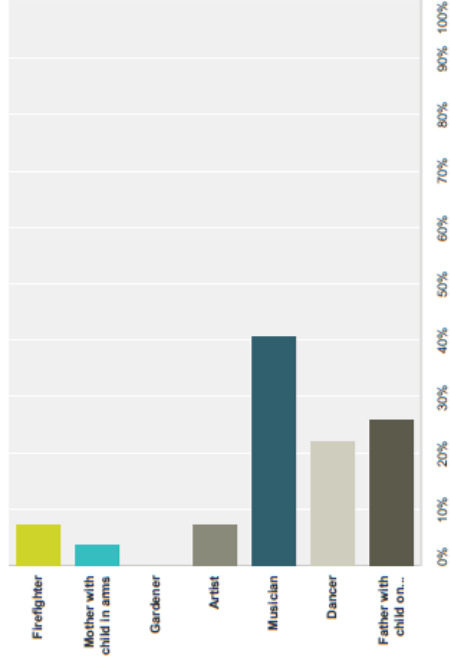


NORTH FAIR OAKS



### Q10 Silhouette @ 5th Avenue near El Camino

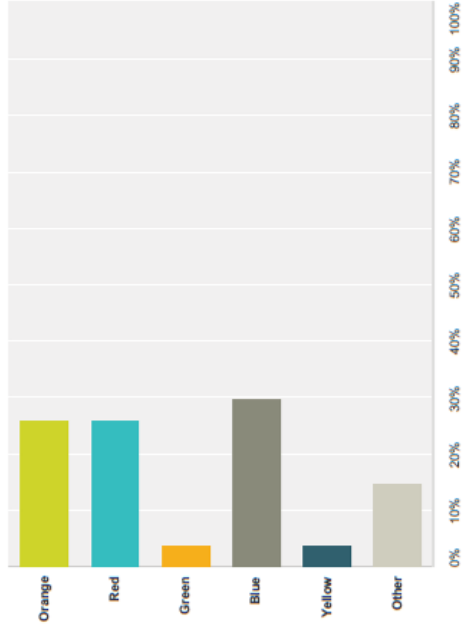
Answers: 27 Skipped: 0



Answer Choices	Responses
Firefighter	2
Mother with child in arms	1
Gardener	0
Artist	2
Musician	11
Dancer	6
Father with child on shoulders	7
<b>Total Respondents: 27</b>	

### Q11 Color @ 5th Avenue near El Camino

Answers: 27 Skipped: 0



Answer Choices	Responses
Orange	7
Red	7
Green	1
Blue	8
Yellow	1
Other	4
<b>Total Respondents: 27</b>	

## Public Art: Community Feedback

September 23, 2014

<u>Entrance Sign</u>	<u>Votes</u>	<u>Comments</u> (x's show how many times a comment was repeated)
1. Silhouettes	18	<ul style="list-style-type: none"> <li>- Splendid! A scientist, please!</li> <li>- More child/family figures</li> <li>- More community input on designs. Some figures are stereotypical of the neighborhood demographic</li> <li>- Non-resident comment; keep pedestrian figures for the pedestrian focused area ie not the median of 5<sup>th</sup> Ave</li> <li>- Food, bike, and bench under tree images!</li> <li>- No X</li> <li>- No estoy de acuerdo con este diseño de entrada me parece racismo (I do not agree with this entrance design, it demonstrates racism)</li> </ul>
2. Stainless Steel Structure	13	<ul style="list-style-type: none"> <li>- Creative thinking</li> <li>- Me gusta #2 es muy bonito y no señala los Hispanos (I like number 2 it is very beautiful and it doesn't single out the Hispanics)</li> <li>- I like this; however I'm guessing that it won't have broad enough appeal, at least to use at all entry points</li> <li>- Yes, looks great</li> <li>- Yes X</li> <li>- Acceptable. yes</li> </ul>
3. Recycled utility pole welcome sign	0	<ul style="list-style-type: none"> <li>- Entrando en zona Latina, no es aceptable (entering a Latino zone, this is not acceptable)</li> <li>- No, this is 2014 not 1814</li> <li>- No estoy de acuerdo me parece que nos están señalando como comunidad diferente (I do not agree it seems like they are representing us as a "different community")</li> <li>- A less ethnically focused choice would be appreciated (ie not #3)</li> <li>- No X</li> </ul>
4. Vinyl banners	4	<ul style="list-style-type: none"> <li>- Yes, plain and simple</li> <li>- Yes on 4</li> <li>- Use banners to announce events</li> <li>- Yes</li> </ul>
5. Archway	6	<ul style="list-style-type: none"> <li>- North Fair Oaks Archway- Lighting on the side and lighted "North Fair Oaks"</li> <li>- Something like this is – not inspiring but clear and not offensive</li> <li>- Note: non Fair Oaks Resident- I like the large wrought iron archway sign crossing the roadway as it can't be missed or blend into the streetscape</li> <li>- Yes</li> <li>- Not like this, minus 1 vote</li> </ul>
6. Stained Oak sign with planter box	6	<ul style="list-style-type: none"> <li>- Like- very much</li> <li>- Me gusta el #5 porque esta representado North Fair Oaks- no a la comunidad Latina (I like #5 because it represents North Fair Oaks- not the Latino community)</li> <li>- Try a different font- something more modern</li> <li>- I like this and I think it is appropriate for the location</li> <li>- No</li> <li>- No- too generic. No meaning or significance to the community</li> </ul>
7. Green and white welcome sign	1	<ul style="list-style-type: none"> <li>- Yes, warm, simple</li> <li>- Boring</li> </ul>

8. Papel picado, or colorful paper cut outs	9	-This looks pretty. Where would it be placed? - Benches -Like #8 color and size -Great colors! Authentic! Add movable murals -Like- bridge that goes over 5 <sup>th</sup> Ave -Would like to see this further developed -No me gusta que nos senalen como latinos- somos iguales a toda la comunidad (I don't like how it singles out the latinos- we are the same as the rest of the community) -These are ok, but not my favorite -Good idea
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Other Comments:

1. Shapes that show families (children)
2. Mix it up with #5, #8, and #1
3. No me gusta que marca los hispanos con los diseños que piensan poner - específicamente #1, #3, y #8- tiene que ser algo más generalizado para representar a todas las comunidades (I don't like that the designs single out the Hispanics, specifically #1, 3 and 8; it needs to be something more general that represents all of the communities)
4. No me gusta que nos pongan el "label" (I don't like that they put a "label" on us)
5. I like #2 because it is simple and different
6. Billboards: removal or new advertising or art project!
7. Food shades- tamales, fish tacos

**Public Art Workgroup Sign-up:** 1 person signed up to join the workgroup