



Larkspur Parks Sign Improvements Project

Public Engagement Survey #1 Results

Presented to Park & Rec Commission
at November 16, 2017 Meeting

PROJECT BACKGROUND

- The need to address the condition of the existing signs at our City parks was identified in the 2015 Mini-Parks Action Plan.
- Several recent park improvement projects have highlighted the need to have standardized design & specifications for replacement signage on hand.



WHAT ISSUES WILL THE PROJECT ADDRESS?



- Need to unify signs with a standard design and common visual elements
- Replace entrance signs that are heavily worn
- Identify all parks as a Larkspur City park
- Add signage to parks that currently lack signage
- Use materials that require minimal maintenance and have a long life span

TIMELINE

- Project Kick-off
- **Preliminary design feedback**
- Refine designs and return to PRC / Council
- Incorporate final design into ongoing projects
- Implementation of future phases

**Survey and results are available to view on the project page on City website.
Enter “park signs” in the search bar at www.cityoflarkspur.org.*

PRELIMINARY DESIGN DEVELOPMENT PHASE

- Public project kick-off workshop held on Sep. 28th. Public was invited to meeting via direct email, post on NextDoor, and notices posted at four parks.
- Goal: provide landscape architects with direction to develop preliminary design concepts that best reflect Larkspur's character.
- Process: engage the public to elicit feedback after viewing images of:
 - different styles and types of park signs
 - Larkspur-related landmarks and environmental features

Parks Sign Improvement Project
Public Outreach #1

The kick-off meeting for the Parks Sign Improvement Project was held on September 28th. Our goal was to engage the public from the very start.

Our current City signage does not have a uniform look and some signs are beyond or reaching the limits of their useful lifespan. While the City currently does not have the funding to purchase new signs for all of our parks at once, over the coming years as park improvement projects are identified in our Capital Improvement Program, we will incorporate new signs with each project.



Existing entrance signs to our City's parks

We are asking for resident feedback which will be used to guide the development of common design elements that best reflect our community character for future park signs.

This project will address these issues:

- Replace entrance signs that are heavily worn
- Add signage to parks that currently lack signage
- Identify all parks as a Larkspur City park
- Unify signs throughout the City with a standard design and common visual elements
- Use materials that require minimal maintenance and have a long life span

The entrance signs to our City parks should reflect what best represents Larkspur's character. Please help get this project going by participating in this survey. The survey should take approximately 3 to 4 minutes to complete.

THE SURVEY*

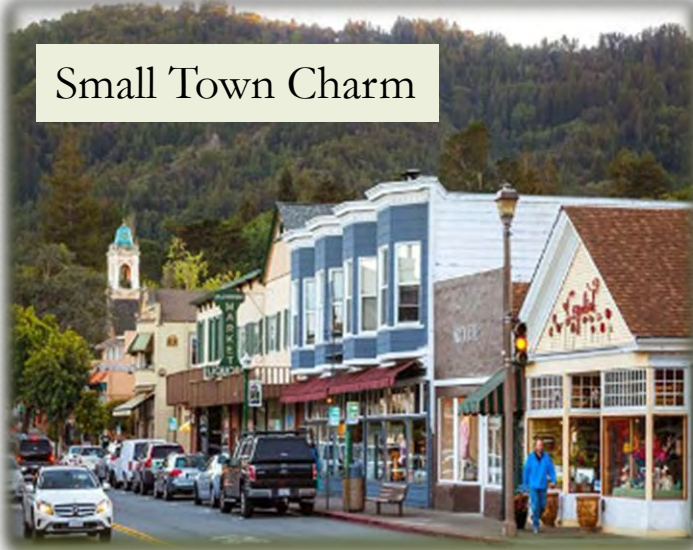
- link to survey was posted on NextDoor.com
- invitation to survey emailed to 67 people who expressed interest in project
- approximately 140 survey responses were collected

**The entire survey and results are available to view on the project page on City website. Enter "park signs" in the search bar at www.cityoflarkspur.org.*

Survey Question #1

What images comes to mind when you think of Larkspur?

Small Town Charm



Multiple answers were allowed. Top picks were:

- Small Town Charm 71%
- Mt Tam 61%
- Redwood Trees 53%
- Lark Theater 46%

(other choices that rated 25% or less were City Hall Bldg, Bay-Marsh-Wetlands, Birds & Wildlife, and Larkspur Ferry)

Survey Questions #2-5

Which of these groups of signs do you like the most?

Images of signs from other parks were displayed in the groups shown below:

	Like or Love This Group	Do Not Like this Group
Rustic Design Group	62%	38%
Traditional Design Group	57%	43%
Unique Design Group	46%	54%
Modern Design Group	31%	69%

Survey and survey data are posted on project page on City website.

RUSTIC DESIGN GROUP (overall approval rating of 62%)

% of respondents who liked a particular sign



19%



8%



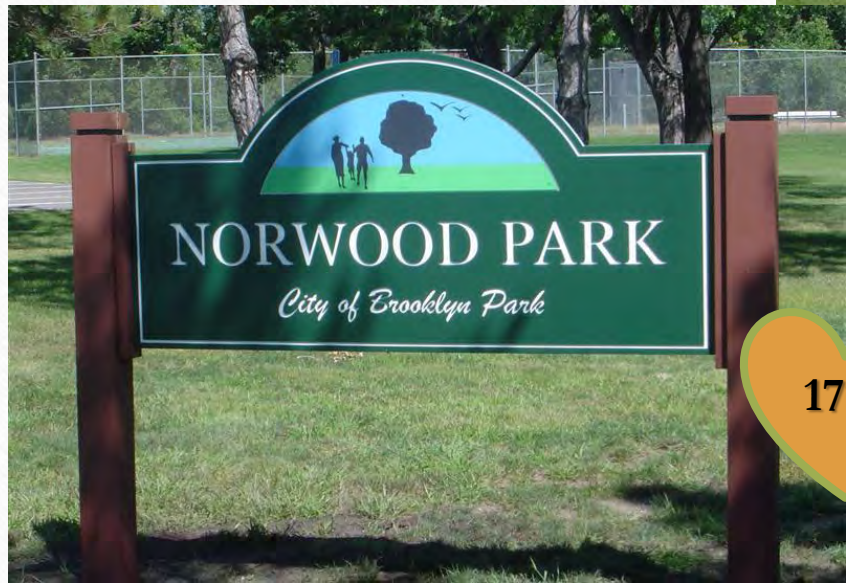
7%



8%

TRADITIONAL DESIGN GROUP (overall approval rating of 57%)

11%



17%



24%

% of respondents who liked a particular sign

UNIQUE DESIGN GROUP (overall approval rating of 46%)



21%



17%



13%

% of respondents who liked a particular sign

MODERN DESIGN GROUP

(overall approval rating of 31%)



9%



16%

% of respondents who liked a particular sign

Analysis of Survey Results

Design Aesthetic

- Signs made of natural materials -- **wood, untreated metals, rock** -- are preferred
- Natural colors -- **browns, rusts, greens** -- are preferred
- **Rustic** and **Traditional** designs are preferred over Modern and Unique
- **Visibility** is important--high contrast between lettering and background desired

Analysis of Survey Results

Context & Setting Considerations

- Larkspur is best characterized by its **small town charm** and our signage should be in keeping with this character
- Design should **reflect our environment** – Mt Tam and redwood trees
- Size and scale of sign should be reflective of its setting -- signs should not all be the same size. Single post mounting or vertical design may make sense for the smallest parks.

NEXT STEPS

- Landscape architectural team used results and analysis of this survey to develop 3 design concepts for tonight's meeting*
- Second survey will allow for public engagement on presented design concepts
- Results from survey will be used to develop the preferred concept
- Preferred design concept to be presented at PRC and Council meetings in early 2018

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