CITY OF HERCULES

City Signage Options & Recommendations

October 14, 2025



BACKGROUND



\$100,000 allocated in FY 2024–2025 Capital Budget



Clock tower at Creekside Shopping Center demolished due to safety concerns



Opportunity to reimagine the space with new signage that reflects the city's identity



Council requested signage options and location analysis

PURPOSE OF MONUMENT SIGNS

01

ENHANCE CITY IDENTITY AND VISUAL APPEAL

02

SERVE AS
WELCOMING
LANDMARKS

03

REINFORCE BRANDING AND CIVIC PRIDE 04

SUPPORT ECONOMIC DEVELOPMENT

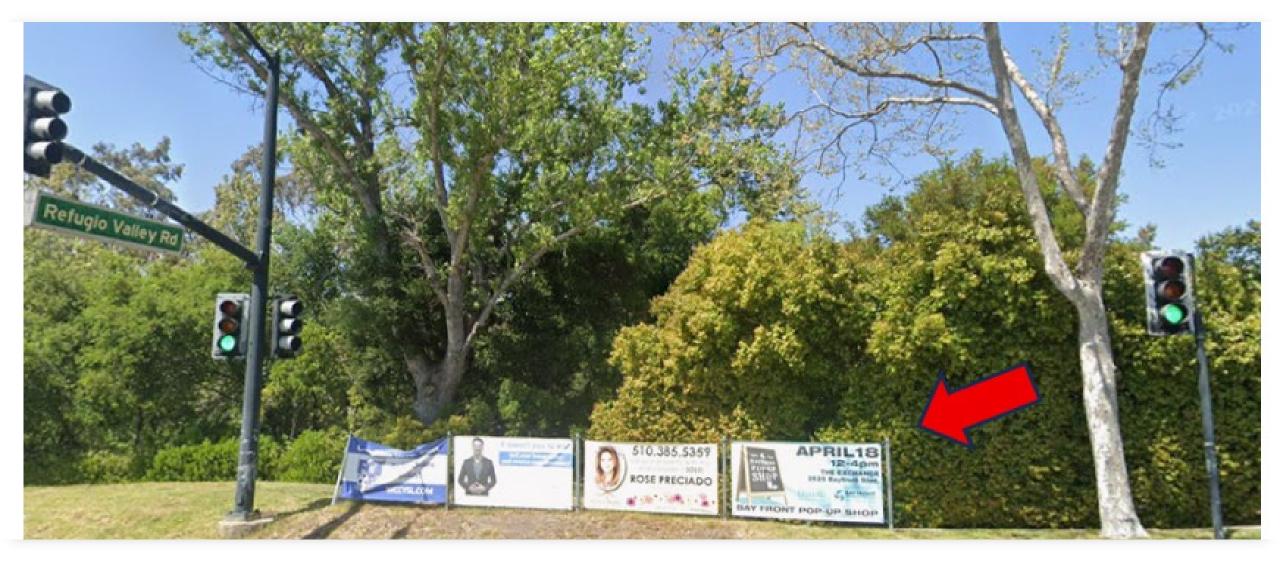
LOCATION OPTIONS

Sites Evaluated

- Sycamore Ave./Creekside Shopping Center
- Sycamore Ave./Refugio Valley Road
- San Pablo Blvd Mid-block Median
- San Pablo Blvd/John Muir Parkway



Sycamore Ave./Creekside Shopping Center (former clock tower)



Sycamore Ave./Refugio Valley Road (Current banner program location)



San Pablo Blvd Mid-block Median (near Peet's Coffee)



San Pablo Blvd/John Muir Parkway (SW Corner)

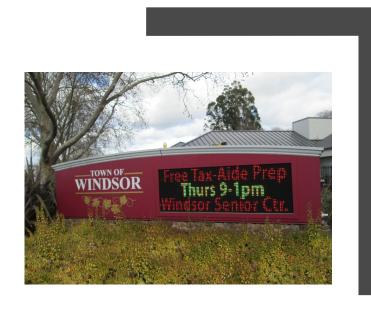
SIGN TYPES

TYPE	DESCRIPTION	ESTIMATED COST
Small-Scale Wayfinding Signs	4–7 ft tall, basic navigation	<\$25K
Medium-Scale Monument Signs	Ground-mounted, visible from 200–300 ft	\$25K-\$150K
Large-Scale Gateway Signs	High-profile, architecturally integrated	\$150K+

SMALL-SCALE WAYFINDING SIGNS











MEDIUM-SCALE WAYFINDING SIGNS





LARGE-SCALE GATEWAY MONUMENT SIGNS









LIGHTING OPTIONS

TYPE	DESCRIPTION	COST IMPACT
Non-illuminated	Low cost, limited night visibility	P Low
Externally lit	Wired or solar uplighting	Medium
Internally lit	Sleek, modern, highest cost	High

POLICY QUESTIONS

What is the preferred location(s) for signage?

What signage design types should be considered?

Should sign(s) include a digital reader board?

Specific lighting type?

FISCAL IMPACT

Remaining budget: \$91,800

The costs are influenced by several factors, including the materials used, the project's size and complexity, as well as the type of lighting and landscaping involved.

RECOMMENDED NEXT STEPS

Provide direction on:

Location

Design type

Additional feature

Staff to develop scope of work for sign design

Future Council approval for design contract and budget