

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	 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