

County of Santa Clara

California

TRANSMITTAL MEMORANDUM

S.D. 5

Page 1 of 2

DATE: January 20, 1971

#13

FOR: BOARD OF SUPERVISORS AGENDA OF February 9, , 1971

FROM: MONTINI, ENGINEERING, PUBLIC WORKS

TITLE: REQUEST FROM ADOBE CREEK LODGE FOR PLACEMENT OF DIRECTIONAL SIGNS ON FOOTHILL EXPRESSWAY NEAR EL MONTE AVENUE

DESCRIPTION:

At the Board of Supervisors' meeting of December 8, 1970 this matter was referred to Public Works for a report.

Adobe Creek Lodge is located at 26220 Moody Road, Los Altos Hills, California 94022. In 1967 a similar concern was expressed by the owners of Adobe Creek Lodge regarding appropriate directional signing to their facility. To alleviate this concern signs were installed on Foothill Expressway at El Monte Avenue directing traffic to Moody Road.

Since this time the principal access from areas outside of the immediate Los Altos-Mountain View area has changed. For persons living outside of this immediate area the most convenient route for reaching the facility is by using Junipero Serra Freeway (I.S. 280) via the El Monte Avenue exit to Moody Road. Foothill Expressway and El Monte Avenue now basically serve this locally generated trade.

Traffic engineering personnel met with Mr. David Bellucci and drove the route from Foothill Expressway to the Lodge. Mr. Bellucci's principal concerns appear to be the large number of one-time users of his facility and the most direct and convenient route to his somewhat remote location. Directional signs are currently provided on the Junipero Serra Freeway (I.S. 280) to El Monte Avenue and Moody Road. The signs placed in 1967 on Foothill Expressway provide the necessary message, but because of recent landscaping along Foothill Expressway some of the signs are partially obscured (see attached photographs).

The field review revealed that the most confusing portion of the routes to Adobe Creek Lodge is on the Los Altos Hills side of the Junipero Serra Freeway. It requires the passage through three Y-branch type intersections that, although signed, are still somewhat confusing. Also, the entrance to the main parking lot appears to need additional treatment in order that the entrance can be more readily recognized.

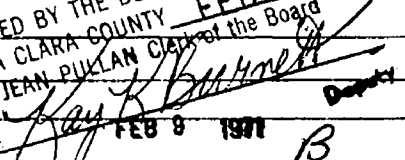
RM

APPROVED: JAMES POTT 

photos were returned to P/W - E.P.

HOWARD CAMPEN

AGENDA DATA: DATE: _____
ITEM NO: _____

BOARD ACTION: _____
APPROVED BY THE BOARD OF SUPERVISORS OF SANTA CLARA COUNTY FEB 9 1971
JEAN PUKLAN Clerk of the Board
By:  Deputy Clerk

Approved Copy to Public Works

B

TRANSMITTAL MEMORANDUM

DATE: January 20, 1971DATE OF AGENDA: February 9, 1971TITLE: REQUEST FROM ADOBE CREEK LODGE FOR PLACEMENT OF DIRECTIONAL SIGNS ON FOOTHILL EXPRESSWAY NEAR EL MONTE AVENUE

In general it has been County policy not to place or allow directional signs to private enterprises on public highways. If this policy were to be reversed, chaos could be anticipated, and traffic service and safety would be greatly diminished. Also, excessive signing would probably prevail, creating clutter which normally results in driver confusion and detracts from the aesthetic aspects of the highway. The County, and some cities as well, have devoted considerable effort on expressway landscaping to create more aesthetic roadways in our County.

It is our recommendation that the existing signs be replaced with new and properly located signs having a message as shown on the attached plat. The signs would provide a very clear message of the approaching cross street and the direction to Moody Road, the street on which the Adobe Creek Lodge is located. Signing in this manner would reinforce and be consistent with the existing signing provided on the Junipero Serra Freeway. This problem would also be alleviated somewhat if the signs in Los Altos Hills southerly of Junipero Serra Freeway were more definitive in nature.

It is further suggested that the management of Adobe Creek Lodge consider providing a simple map (with particular emphasis placed on locating Moody Road) in their advertisement and brochures as do many other organizations located in remote areas.

LM:RMS:vlh

attachments

cc: Mr. David Bellucci, Owner-Manager of Adobe Creek Lodge

Mr. Murl M. Fritschle, Town Manager, Town of Los Altos Hills

County of Santa Clara

California

Date December 10, 19 70

The Board of Supervisors at its meeting of December 8, 19 70

Referred to Public Works Department

Agenda Item # 11 Description Letter from Adobe Creek Lodge relative to
directional sign.

- Directive Study and Recommendation
- Report
- Preparation of Necessary Papers
- Appropriate Action
- Reply to Writer

Remarks _____

ATTEST: JEAN PULLAN, Clerk of the Board

7844 cc: Adobe Creek Lodge Ltr.

By Marjorie Sawyer



26220 MOODY ROAD
948-4487

LOS ALTOS HILLS, CALIFORNIA 94022

Board of Supervisors
70 West Hedding Street
San Jose, California

IN THE BEAUTIFUL FOOTHILLS OF LOS ALTOS
November 30, 1970

Dear Sirs:

On February 27, 1967, a request was made to the Board of Supervisors for authorization to replace certain highway directional signs that were at the intersection of Fremont-El Monte Avenues prior to the construction of the Foothill Expressway. The signs were to direct many patrons to the long established Adobe Creek Lodge facilities.

At that time, through the Board of Supervisors and County Public Works Department, signs were approved indicating the direction to Moody Road which is the street on which we are located. The primary signs were placed on the center divider strip on the Expressway. Over the past few years we have found both the location of the signs and the wording on the signs to be somewhat confusing to many people attempting to locate Adobe Creek Lodge. In addition, the landscape planted in the center divider has grown to the point that it now obliterates the existing sign.

More than a quarter of a million people a year use our facilities on a one-time basis. These people are very dependent upon a directional sign in order to locate the Lodge. Clearly marked signs are vital as a means of traffic control.

Therefore, I would like to request that a sign reading Adobe Creek Lodge, with an arrow pointing in the appropriate direction, be installed, at my expense if necessary, on the existing large green and white signs that mark El Monte Road. This could be a simple sign attached to the existing framework located on the Expressway.

Your affirmative consideration on this matter would be greatly appreciated.

David Bellucci
DAVID BELLUCCI
Owner-Manager
Adobe Creek Lodge

cc: Department of Public Works, Santa Clara County Planning Dept.,
City of Los Altos

+ Planning
+1

12-4-70
Telephoned
Adobe Creek Lodge
this was on agenda.
NB
DEC 8 1970

RECEIVED
BOARD OF SUPERVISORS

DEC 7 12 01 PM '76

COUNTY OF
SANTA CLARA

April 18, 1967

Board of Supervisors
Santa Clara County
70 West Hedding
Santa Clara, California

Gentlemen:

About six weeks ago a letter was sent to your Board requesting the permanent installation of directional signs at the corner of El Monte and the Foothill Expressway as a means of informing the vast number of users of our facility as to the proper place to turn.

I understand this request was turned over to the Department of Public Works. I hereby request that the item be removed from the Department of Public Works and placed on the agenda of the Board of Supervisors.

Sincerely yours,

DAVID BELLUCCI
Executive Director

DB/mr

RECEIVED
BOARD OF SUPERVISORS

DEC 6 12 01 PM '76

OFFICE OF
SANTA CLARA

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Faint, illegible text, possibly a footer or additional information.

February 27, 1967

BOARD OF SUPERVISORS, County of Santa Clara
70 West Hedding
San Jose, California

Gentlemen:

We would like to officially request authorization to re-place those highway directional signs that were at the intersection of Fremont and El Monte Ave. prior to the construction of the Foothill Expressway.

The signs to be re-placed are identical to the signs in the enclosed photographs which were recently approved and are now in place along the route to our property in Los Altos Hills. These are of the green background with the silver letters. They were manufactured and installed by the Calif. A.A.A.

It is important for us to have these signs as a means of traffic control, as more than a quarter of a million people a year use our facilities on a one-time basis. These people are very dependent upon a directional sign in order to locate us.

The re-placing of these signs have been discussed with the Planning Dept. of the City of Los Altos and they have no objection for the re-installation of the type of sign contemplated.

ADOBE CREEK LODGE

David Bellucci
Owner and Manager

encs
DB:vm

cc: Planning Dept. City of Los Altos