

*ROADS SIGNS*

TRANSMITTAL MEMORANDUM

*S.D. ALL  
HOSPITAL EMERGENCY ROOMS*

Page 1 of 2

DATE: February 16, 1970

*13*

FOR: BOARD OF SUPERVISORS AGENDA OF February 24, 1970  
FROM: MONTINI, ENGINEERING, PUBLIC WORKS  
TITLE: COUNTY-WIDE "HOSPITAL SIGNING PROGRAM"

DESCRIPTION:

At the Board of Supervisors' meeting of September 23, 1968 the Department of Public Works was asked to prepare a report on the cost of installing directional street signs for hospital emergency rooms. This action was the result of a request by the Santa Clara County Medical Society. The objective is to assist the general public in reaching hospital emergency rooms.

As a result, the "Hospital Signing Program" has been developed to provide guidance from freeways, expressways, and intra-county roads to qualified participating hospitals having adequate emergency room facilities. The participating hospitals, as listed in the Santa Clara County Medical Society Report, were located to determine each hospital's sphere of influence.

Routes from the freeways and other major highways to the hospitals were selected on the basis of the most convenient route. The most convenient route was considered as those roads that do not experience extreme congestion on a regular basis with right turns being the principal turning movement, a very desirable feature when driving under emergency type conditions.

The plan was reviewed informally with affected cities and the Division of Highways. The Division of Highways by letter dated June 18, 1969 has agreed to place appropriate signs on State highways and freeways as indicated on the general plan. A formal letter was sent to the cities involved requesting their participation. Staff representatives from all of these cities indicated verbally that they would participate in the program and that a letter would be forthcoming. To date, confirming letters have been received from the cities of Los Gatos, Palo Alto and San Jose. All of the agencies indicated that the signs required within its jurisdiction would be placed as soon as time and priorities permit.

The total cost of the signs for this program which includes the installation cost, has been estimated to be \$7,360.00. The attached sheet shows the cost by jurisdiction. County's share is \$2,250.00.

APPROVED: JAMES POTT *[Signature]*

HOWARD CAMPEN

AGENDA DATA: DATE: FEB 24 1970

BOARD ACTION BY THE BOARD OF SUPERVISORS  
OF SANTA CLARA COUNTY  
FEB 24 1970

ITEM NO: \_\_\_\_\_

JEAN PULLAN, Clerk of the Board  
Deputy  
*[Signature]*

FEB 24 1970 *B*

*755 REV. 2/69*  
*Approved copy to Public Works*

TRANSMITTAL MEMORANDUM

DATE: February 16, 1970

DATE OF AGENDA: February 24, 1970

TITLE: COUNTY-WIDE "HOSPITAL SIGNING PROGRAM"

The County's participation in this program overlaps our normal signing procedures. Since these signs are standard and are justified regardless of their incorporation into the "Hospital Signing Program", we have already installed those which are within the County's jurisdiction.

As new routes are opened the need for hospital signs will be taken into consideration and appropriate measures taken at that time.

The detailed plan for the Hospital Sign Program is available at the Department of Public Works.

LM:RMS:vlh

attachments

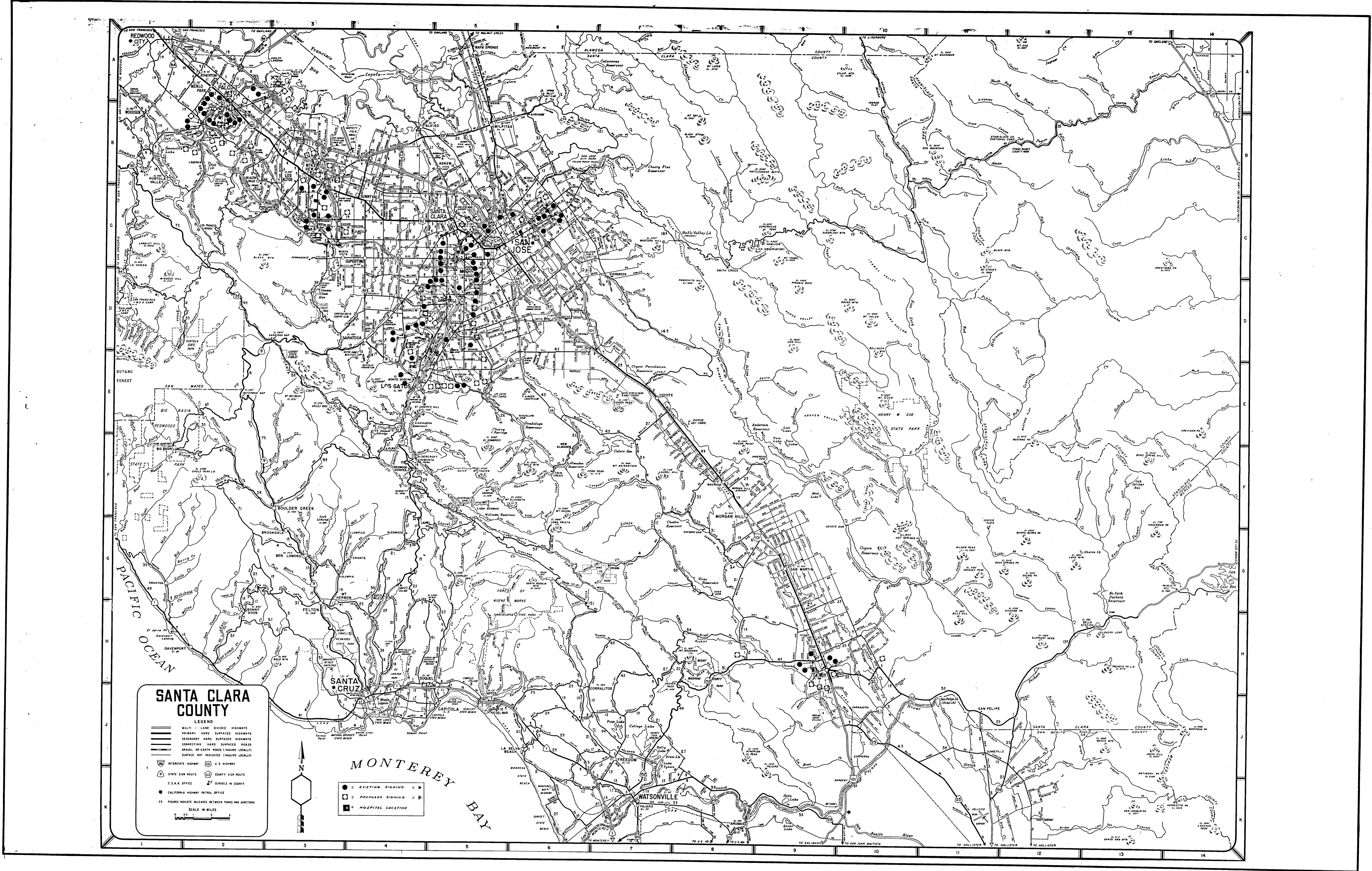
HOSPITAL SIGN PROGRAM

I. Cost of Signs by Jurisdiction  
(includes estimated cost of installation)

<u>Jurisdiction</u>	<u>Number of Signs</u>	<u>Est. Cost Per Sign</u>	<u>Est. Cost</u>
1. Division of Highways	9 (L)	\$150.00	\$2,550.00
	15 (S)	80.00	
2. County	15 (L)	150.00	2,250.00
3. Campbell	4 (S)	80.00	320.00
4. Gilroy	4 (S)	80.00	320.00
5. Los Gatos	6 (S)	80.00	480.00
6. Mt. View	4 (S)	80.00	320.00
7. Palo Alto	3 (S)	80.00	320.00
8. San Jose	10 (S)	80.00	<u>800.00</u>

Total Cost of Signs = \$7,360.00

(L) Large, 30" x 60"  
(S) Small, 15" x 42"



DESIGNED	W.O.
DRAWN	L.B.
CHECKED	T.B.



DEPARTMENT OF PUBLIC WORKS

SUBMITTED :

APPROVED : DIRECTOR OF PUBLIC WORKS

**SIGN LOCATION**

**HOSPITAL SIGN PROGRAM**

SHEET NO.

OF SHEETS

DATE

FILE NO.

County of Santa Clara

California



Office of the County Executive  
514 County Administration Building  
70 West Hedding Street  
San Jose, California 95110  
299-2424 Area Code 408

ROADS SIGNS  
HOSPITAL Emergency Rms

September 17, 1968

The Honorable Board of Supervisors  
County of Santa Clara  
70 West Hedding Street  
San Jose, Ca 95110

Subject: DIRECTIONAL STREET AND HIGHWAY SIGNS FOR HOSPITAL EMERGENCY ROOMS

Gentlemen:

This is a report on a project of the Santa Clara County Medical Society whereby the County is requested to assist in upgrading directional street signs for hospital emergency rooms. The requested action is within the normal duties of the Traffic Engineering Division of the County Public Works Department, which is also requested to forward sign recommendations to other involved jurisdictions.

The project was undertaken by the Disaster and Emergency Care Committee of the Medical Society. (This is the committee that will work closely with the new Emergency Medical Care Committee that will be appointed by your Board.) The objective is to assist the general public in reaching hospital emergency rooms. A typical example of the need for more signing is on McKee Road. Two freeway signs on Bayshore, northbound, indicate a hospital via the McKee Road off-ramp. Once off the freeway, a driver unfamiliar with the area does not know how far to go on McKee Road and where to turn.

County Communications Center assisted the Committee by surveying existing signs and preparing a map. The Disaster and Emergency Care Committee contacted the various hospitals and prepared a list of recommended additional signs and standards. The recommendations were endorsed by the Council of the County Medical Society per the attachment, which includes the complete list of recommendations.

The Public Works Department has indicated a willingness to assume responsibility for implementing the recommendations within County jurisdiction and passing them on to other involved agencies. The recommended action for your Honorable Board is to refer this matter to the Public Works Department.

APPROVED BY THE BOARD OF SUPERVISORS  
OF SANTA CLARA COUNTY  
JEAN PULLAN *Clerk of the Board*

By: \_\_\_\_\_ Deputy

HWC:KB:jc  
cc: Public Works  
SCC Medical Society

Very truly yours,

*Howard W. Campen*  
HOWARD W. CAMPEN  
County Executive

SEP 23 1968

**County of Santa Clara**  
**California**

Date September 26, 1968

The Board of Supervisors at its meeting of September 23, 1968

Referred to Public Works Department

Agenda Item # 33 Description Recommendation for Directional Street & Highway

Signs for Hospital Emergency Rooms.

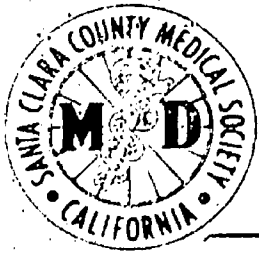
Directive  Study and Recommendation  
 Report  
 Preparation of Necessary Papers  
 Appropriate Action  
 Reply to Writer

Remarks The Board requested Public Works to report on estimated cost.

A copy of the County Executive's communication is attached.

ATTEST: JEAN PULLAN, Clerk of the Board

By D. Cobb



Santa Clara County  
**MEDICAL SOCIETY**

700 Empey Way, San Jose, California 95128  
288-5050

September 11, 1968

TO: HONORABLE BOARD OF SUPERVISORS, SANTA CLARA COUNTY  
FROM: COUNCIL, SANTA CLARA COUNTY MEDICAL SOCIETY

Gentlemen:

The Council of the Santa Clara County Medical Society respectfully requests implementation by the County Public Works Department of the enclosed proposal submitted by the Medical Society's Disaster and Emergency Care Committee to upgrade directional street and highway signs for hospital emergency rooms.

The entire list of recommendations is attached.

Sincerely,

Dan W. Clark, M.D.  
President

Attachment

SEP 23 1968  
sc.

TO: COUNCIL, SANTA CLARA COUNTY MEDICAL SOCIETY

FROM: DISASTER AND EMERGENCY CARE COMMITTEE

SUBJECT: DIRECTIONAL STREET AND HIGHWAY SIGNS FOR HOSPITAL EMERGENCY ROOMS

OBJECTIVE: To assist the general public, both County residents and non-residents in driving to qualified Hospital Emergency Rooms in Santa Clara County an adequate system of standardized directional signs is needed to indicate where drivers should exit freeways and expressways and to provide minimum direction from the exit to the hospital. A "qualified Hospital Emergency Room" has nurses on duty at all times and a medical doctor promptly available.

ACTION: The Committee has reviewed the existing signs posted in the area of each hospital and prepared a list of additional signs necessary to meet the above objective. This list of recommended signs is attached to this report and submitted to the Council for approval and subsequent transmission to the appropriate public agencies.

RECOMMENDATIONS:

Standards: The State policy, white lettering on blue background, should be followed. Freeway signs say only "Hospital next right." Street signs should include "Hospital", directional arrow, and mileage where appropriate. Hospital names should not be included unless there is more than one hospital in the area. e.g. on Stevens Creek Boulevard where it is necessary to differentiate O'Connor Hospital and Valley Medical Center. Hospitals should have lighted "Emergency" signs, red lettering on white background.

Signs: Samples of the recommended signs are attached. A map showing all signs will be available at the Traffic Division, County Public Works Department.

7-23-68

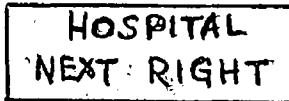
SEP 23 1968



HOSPITAL AND EMERGENCY SIGNS

RECOMMENDATIONS

1. All major roadways around all hospitals be posted with the standard blue reflectorizing directional sign.



2. The end of off ramps from freeways be posted with the standard blue reflectorizing hospital sign, indicating direction and distance.



3. The most direct route to the hospitals from major roadways be posted at various intersections, especially at signalized intersections, with a small blue (18" x 18") sign indicating direction.



4. All hospitals should post all approaches with a sign, red letters on white background, indicating direction of the emergency room.



5. All freeways should be posted with hospital signs indicating distance along their entire route through the county.

SEP 23 1968

HOSPITAL AND EMERGENCY SIGNS  
as posted in  
SANTA CLARA COUNTY

The following is an alphabetical list of the hospitals in Santa Clara County showing their locations and the description of the signs posted in the area of each hospital.

ALEXIAN BROTHERS HOSPITAL, 225 North Jackson Avenue, San Jose  
one block south of McKee Road.

HOSPITAL ENTRANCE black letters on white: on Jackson Avenue one block south of McKee Road.

AMBIANCE & EMERGENCY (lighted) black letters on white. Located on outer roadway of the hospital grounds. Can be seen from Jackson Avenue.

HOSPITAL NEXT RIGHT white letters on green reflecting background. North bound 101 Hwy as you enter the Santa Clara Street underpass.

HOSPITAL & direction White letters on Green reflecting background 100 feet before the McKee Road off-ramp.

ALEXIAN BROTHERS HOSPITAL, white letters on blue, direction North west corner of Jackson Avenue & Alum Rock Avenue just before Jackson Avenue.

RECOMMENDATIONS:

- (a) Hospital Sign be placed on McKee Road just prior to King Road indicating direction & distance.
- (b) HOSPITAL, NEXT RIGHT sign be placed on south bound Bayshore Hwy just prior to McKee Road -- Julian Street off-ramp.
- (c) HOSPITAL sign indicating direction at the Julian Street off-ramp.
- (d) HOSPITAL signs be placed on Capitol Avenue both north & south of McKee Road indicating direction & distance.

CAMPBELL COMMUNITY HOSPITAL, 1650 Winchester Blvd., Campbell  
east side of Winchester Blvd. ½ block south of Hamilton Avenue.

HOSPITAL ½ block & direction. White letters on green. On Hamilton Avenue both west & east bound, 300 feet before Winchester Blvd.

EMERGENCY in red at the bottom of a large white sign in front of Hospital.

CAMPBELL COMMUNITY HOSPITAL two signs on Esther Avenue at the rear of hospital. One white letters on gray, and the other, black letters on creame.

HOSPITAL NEXT RIGHT white letters on blue reflecting background. Hwy 17 both north & south bound approx. 1/8th mile before Hamilton Avenue off-ramps.

SEP 23 1968

RECOMMENDATIONS:

- (a) HOSPITAL signs indicating direction & distance be placed on both hwy 17 off-ramps at Hamilton Avenue.
- (b) HOSPITAL signs indicating direction & distance be placed on San Tomas Expressway both north and south of Hamilton Ave.
- (c) HOSPITAL sign indicating direction and distance should be placed at the intersection of Campbell Avenue & Winchester Blvd. possibly the northeast corner.

DOCTORS GENERAL HOSPITAL, 976 Lenzen Avenue, San Jose  
1/4 block north of The Alameda

AMBULANCE ENTRANCE EMERGENCY ROOM (lighted) black on white; at Hospital entrance.  
DOCTORS HOSPITAL black letters on white, both east & west bound on The Alameda at Lenzen Avenue.  
DOCTORS HOSPITAL white letters on black. Southwest corner of Lenzen Avenue & Stockton Avenue.

RECOMMENDATIONS:

The signs on The Alameda & Stockton Avenue probably should be replaced with the large standard blue or green signs.

EL CAMINO HOSPITAL, 2500 Grant Road, Mt. View at South Drive.

EMERGENCY red letters on white (lighted), on hospital grounds, north side (do not believe it would be visible from Grant Road at night).  
HOSPITAL, ONE MILE and direction, black letters on cream, North-bound Grant Road at Fremont Avenue  
SAME AS ABOVE West-bound Fremont at Grant Road.  
SAME AS ABOVE East-bound Fremont at Grant Road.  
HOSPITAL & direction white on green reflecting background west & east bound on the El Camino Real approximately 500 feet before Grant Road.  
HOSPITAL & direction white on blue, Foothill Expressway north bound approximately 500 feet before Grant Road off-ramp.

RECOMMENDATIONS:

- (a) Some type of sign should be displayed out in front on Grant Road to indicate that it was a hospital.
- (b) EMERGENCY ENTRANCE sign, white with Red letters and lighted, should be placed at the north entrance to the hospital grounds.
- (c) The Hospital signs on the El Camino Real should indicate the distance.

GOOD SAMARITIAN HOSPITAL, 15825 Samaritan Drive, Campbell  
1/4 mile east of the intersection of Bascom Avenue,  
Samaritan Drive and National Avenue.

EMERGENCY ENTRANCE red letters on white (Lighted), on Samaritan Drive at the east driveway to hospital grounds.  
GOOD SAMARITIAN HOSPITAL (Lighted) Blue letters on white. At the intersection of Bascom Avenue and Samaritan Drive.

SEP 23 1968

GOOD SAMARITIAN HOSPITAL (Continued)

GOOD SAMARITIAN HOSPITAL Blue letters on creame, west side of Union Avenue at Branham Lane

GOOD SAMARITIAN HOSPITAL White letters on black (direction also indicated). Lark Avenue at Bascom Avenue.

- (a) HOSPITAL NEXT RIGHT signs be placed on Hwy 17 both north and south of Lark Avenue.
- (b) GOOD SAMARITIAN HOSPITAL signs indicating direction be placed on the Hwy 17 off ramps at Lark Avenue.

KAISER FOUNDATION HOSPITAL, 900 Kiely Blvd., Santa Clara, approximately 1/4 mile north of Homestead Road

EMERGENCY ENTRANCE Lighted, on Kiely Blvd. This is the only sign posted anywhere in the area that would lead someone to believe that this was a hospital. This includes all four major roadways around the hospital.

RECOMMENDATIONS:

If this hospital will handle emergency cases the HOSPITAL signs indicating direction and the distance should be placed on all four major roadways around the hospital.

LOS GATOS COMMUNITY HOSPITAL (Community Hospital of Los Gatos-Saratoga)  
815 Pollard Road, Los Gatos just north of Vasona Avenue.

EMERGENCY & direction (lighted) Red letters on white in front parking lot.  
COMMUNITY HOSPITAL & direction white letters on blue reflecting background.  
Lark Avenue at Winchester Blvd.

HOSPITAL & direction. White letters on green reflecting background North bound Winchester Blvd. approximately 500 feet south of Pollard Road.

LOS GATOS-SARATOGA COMMUNITY HOSPITAL & direction (Lighted) East side of Winchester Blvd. at Pollard Rd.

HOSPITAL & direction white letters on green, west bound Pollard Road at Wedgewood Avenue.

AMBULANCE & DELIVERY ENTRANCE black letters on White. Rear entrance off Parr Avenue.

HOSPITAL & direction White letters on green. Pollard Rd, at Burrows Rd. Visible to only east bound Pollard Road traffic. Burrows view obstructed by power pole.

HOSPITAL & direction White letters on green. Quito Road both north and south of Pollard Road.

RECOMMENDATIONS:

- (a) The hospital signs on Quito Road and Winchester Blvd. should indicate the distance.
- (b) A HOSPITAL sign indicating direction and distance should be placed at the intersection of North Santa Cruz Avenue and Saratoga Avenue.

SEP 23 1968

O'CONNOR HOSPITAL Forest Avenue & DiSalvo

EMERGENCY On O'Connor Drive and to the rear of the hospital.  
O'CONNOR HOSPITAL 3 BLOCKS & direction: White letters on black, both north & south of Naglee Avenue on Bascom Avenue.  
O'CONNOR HOSPITAL, SERRA HOSPITAL & SANTA CLARA VELLEJ MEDICAL CENTER (direction also shown) White letters on blue: East bound Stevens Creek Blvd. at Wainwright Avenue.  
HOSPITAL NEXT RIGHT White letters on green reflecting background: Hwy 17 south bound approximately 500 feet before Stevens Creek Blvd. off-ramp  
HOSPITAL & directions: White letters on green reflecting background, in the Hwy 17-Stevens Creek Blvd. interchange.

RECOMMENDATIONS:

A lighted white with red letters, EMERGENCY ENTRANCE sign with the direction indicated should be placed in the south-west area of the hospital that would be visible from the front of the Hospital.

PALO ALTO-STANFORD HOSPITAL CENTER 300 Pasteur & Quarry Road

EMERGENCY Red letters on white (Lighted) side entrance off Quarry Road.  
MEDICAL CENTER Black Letters on cream background: Willow Road at Pasteur  
HOSPITAL & direction: White letters on blue: Alpine Road both north and south of Sand Hill Road.  
HOSPITAL & direction: Brown letters on cream: South bound Palm Drive at Aborteum Road.  
HOSPITAL & Direction: White letters on green, south bound Quarry Road at Arboretum Road.  
HOSPITAL & direction: Black letters on white, north bound El Camino Real at University Avenue off ramp.  
PALO ALTO-STANFORD MEDICAL CENTER White letters on black: South bound El Camino Real at Quarry Road. (A small sign, not easily seen with the dark green tree background).

RECOMMENDATIONS:

All of the Hospital signs that have been placed in the area should indicate the distance involved.

SAN JOSE HOSPITAL 14th & East Santa Clara Streets

AMBULANCE ENTRANCE (Lighted) red letters on white: Side entrance on 14th St.  
HOSPITAL ZONE Black letters on yellow: West bound East Santa Clara Street at 16th Street.  
HOSPITAL & HWY PATROL, NEXT RIGHT: White letters on blue reflecting background. Bayshore Hwy approximately 500 feet before the 13th Street off-ramp.  
HOSPITAL & direction: White letters on blue reflecting background: On 13th Street off-ramp.

SEP 23 1968

SAN JOSE HOSPITAL (Continued)

RECOMMENDATIONS:

- (a) HOSPITAL NEXT RIGHT should be placed on the south bound Bayshore Freeway prior to the Santa Clara Street off-ramp.
- (b) HOSPITAL and direction sign be placed on the Bayshore off-ramp at Santa Clara Street. Should also indicate distance.
- (c) The Bayshore Freeway off-ramp at 13th Street should indicate distance.
- (d) HOSPITAL & direction sign be placed on 13th Street at Santa Clara Street.

SANTA CLARA COUNTY VALLEY MEDICAL CENTER 751 South Bascom Avenue  
one block south of Moorpark Avenue.

EMERGENCY ENTRANCE White letters on red (sign does not appear to be more than 8" in height) above one of the rear doors. Visible only when in back of the hospital.

O'CONNOR HOSPITAL, SERRA HOSPITAL, SANTA CLARA VALLEY MEDICAL CENTER & directions: White letters on blue: East bound Stevens Creek Blvd. at Wainwright Avenue.

SANTA CLARA VALLEY MEDICAL CENTER & direction: White letters on blue: East bound Stevens Creek Blvd. approximately 100 feet before Bascom Avenue.

SANTA CLARA VALLEY MEDICAL CENTER & direction: White letters on blue: West bound West San Carlos Blvd. approximately 100 feet before Bascom Avenue.

SANTA CLARA VALLEY MEDICAL CENTER & direction: White letters on blue: Hamilton Avenue both east & west approximately 100 feet before Bascom Avenue.

RECOMMENDATIONS:

- (a) On Bascom Avenue the Medical Center should be identified in some manner.
- (b) A lighted, white, red lettered EMERGENCY ENTRANCE sign be placed on Bascom Avenue at the main entrance to the Center.
- (c) All Signs should indicate the distance to the Center.

WHEELER HOSPITAL 651 West 6th Street, Gilroy, Between Carmel Street and Princevalle Street.

EMERGENCY (Lighted) red on white. On Carmel Street side of Hospital.

WHEELER HOSPITAL & direction: White letters on blue: Monterey Street both north & south and approximately 300 feet before 6th Street.

HOSPITAL & direction: White letters on blue: Hecker Pass Hwy both east and west and approximately 100 feet before Carmel Street.

RECOMMENDATIONS:

All of the HOSPITAL signs should also indicate the distance.

SEP 23 1968