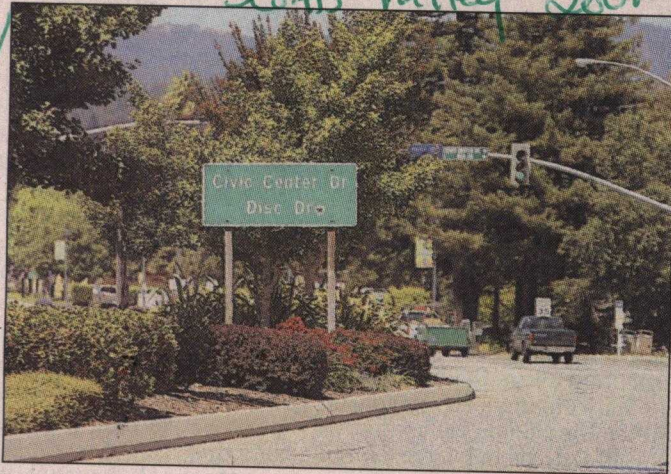


SCOTTS VALLEY

New signs aim to ease navigation in SV



DAN COYRO/SENTINEL

The Scotts Valley City Council has approved spending \$175,000 on new street signs around town.

City would spend \$93,000 on 32 internally illuminated signalized street signs

By SHANNA MCCORD
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SCOTTS VALLEY — Navigating the small town of Scotts Valley should become a little easier with the addition of new bigger, brighter street signs in some locations.

The City Council narrowly approved a \$175,000 street sign plan earlier this month in a 3-2 vote. Councilmen Dene Bustichi and Jim Reed voted against the proposal due to the cost.

Bustichi said he supports

putting up new street signs in certain locations, but thought the program should be slightly scaled back.

The plan includes 32 street signs, a digital reader board at Mount Hermon Drive and Kings Village Road and a large stone monument sign at the Granite Creek exit near Highway 17.

"I just thought we should narrow down the scope a little bit," Bustichi said. "Some streets we could skip this time

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or not do at all."

Scotts Valley will spend \$93,000 on 32 internally illuminated signalized street signs.

Supporters, including Mayor Randy Johnson and Councilwomen Stephany Aguilar and Donna Lind, argue more visible signs can assist the police and fire departments in identifying key streets as well as help drivers find where they need to go.

The directional signs will be paid for from development impact fees.

In addition to street signs, the council agreed to add more elaborate signage around the city, including a digital bulletin board



DAN COYRO/SENTINEL

The Scotts Valley City Council has approved a large \$34,000 monument sign at Granite Creek Road and Highway 17 to welcome visitors to the city.

at Mount Hermon Drive and Kings Village Road to announce community events held at Skypark or the

Community Center and library.

They also approved a large \$34,000 monument sign at Gran-

ite Creek Road and Highway 17 to welcome visitors to the city.

Reed said he supports installing a monument sign at Granite Creek to encourage Santa Cruz beach traffic to stop in Scotts Valley. The other signs, he said, are unnecessary.

"Times are so tight, I don't think we can afford anything other than bare bones," Reed said. "Now's not the time for something that's arguably a want rather than a need."

Business owner Rick Santee of Central Home Supply on El Pueblo Road said he welcomes the signs to help delivery truck drivers and customers find his store.

"If they clarify that by putting up better street signs, that's a positive step," Santee said. "They're aimed in the right direction."

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