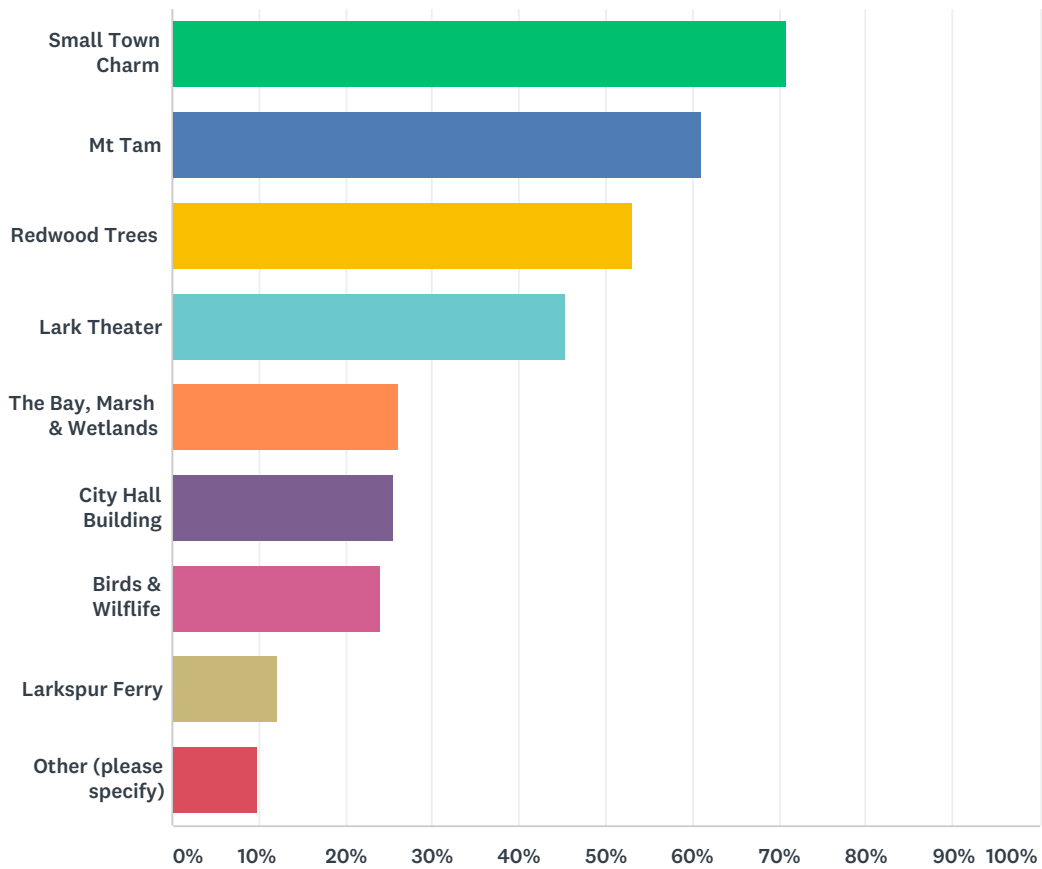


Q1 What images comes to mind when you think of Larkspur? (see images below and choose all that apply)

Answered: 141 Skipped: 0



ANSWER CHOICES	RESPONSES
Small Town Charm	70.92% 100
Mt Tam	60.99% 86
Redwood Trees	53.19% 75
Lark Theater	45.39% 64
The Bay, Marsh & Wetlands	26.24% 37
City Hall Building	25.53% 36
Birds & Wildlife	24.11% 34
Larkspur Ferry	12.06% 17
Other (please specify)	9.93% 14
Total Respondents: 141	

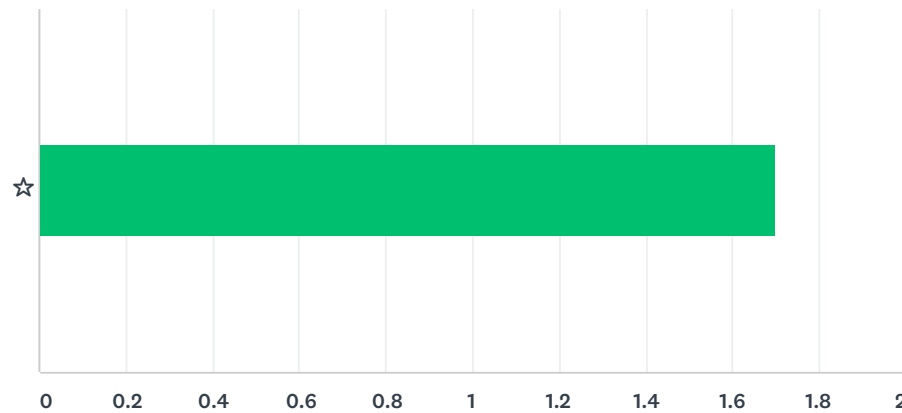
#	OTHER (PLEASE SPECIFY)	DATE
1	downtown	10/19/2017 10:19 PM

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2	Magnolia avenue	10/18/2017 9:14 AM
3	Rowing Club	10/18/2017 9:00 AM
4	Lupine and egrets	10/18/2017 8:10 AM
5	Magnolia Avenue	10/18/2017 6:31 AM
6	Magnolia avenue	10/17/2017 9:49 PM
7	The flower for which the City is named -Larkspur. Second choice is City Hall.	10/17/2017 7:54 PM
8	Small town charm	10/17/2017 3:45 PM
9	Good schools	10/17/2017 3:28 PM
10	Madrone Avenue	10/17/2017 3:17 PM
11	Looking west towards Mt Tam	10/17/2017 2:27 PM
12	Big ole church	10/12/2017 7:38 PM
13	I like the logos/motifs for the City of Larkspur & Tom Killion's woodcut of aerial view of Corte Madera Creek with Mt Tam in the background.	10/12/2017 3:03 PM
14	By incorporating preservation of Larkspur's history into Larkspur's general plan, etc., the city intentionally recognized preservation of our historic downtown as critical to keeping Larkspur, Larkspur. Without that protection, our city over time would have lost its character and its appeal.	10/12/2017 2:45 PM

Q2 Does the look and feel of the grouping of signs shown above appeal to you?

Answered: 131 Skipped: 10



	OVERALL, I DON'T LIKE THIS GROUPING.	I LIKE MOST OF THESE SIGNS.	THESE SIGNS ARE GREAT!	TOTAL	WEIGHTED AVERAGE
☆	42.75% 56	44.27% 58	12.98% 17	131	1.70

#	SPECIFIC COMMENTS (I.E. "I LIKE THE SHAPE & LOOK SIGN T2, EXCEPT FOR THE COLORS.):	DATE
1	T10 IS BEST IT IS LIGHT COLORED SO EASY TO SEE IN THE EVENING.	10/21/2017 9:27 AM
2	Liked T10	10/19/2017 10:37 AM
3	The stars wouldn't let me select just one. I like most of these signs. As a graphic designer, I would say T2, T3, T6 work best.	10/19/2017 8:24 AM
4	I like most of these signs. Clicking on the one star, highlighted all of them on my computer.	10/18/2017 4:42 PM
5	I like t3. Subtle	10/18/2017 4:07 PM
6	T2 and T3 are	10/18/2017 10:17 AM
7	I like T2 and T3	10/18/2017 10:16 AM
8	T3	10/18/2017 10:15 AM
9	I like T2's shape and colors which blend in with the color palette of its environment. Its the one. The other choice would be T7 for smaller parks because its takes up less space and materials to build.	10/18/2017 9:33 AM
10	T7 and T8 no way. T3 and T10 are best. I like the tiered posts on each side of T3 -looks: quality,strong	10/18/2017 8:24 AM
11	T10 is the only one that feels historic.	10/18/2017 8:15 AM
12	I like these, but the survey does not permit me to check that response.	10/18/2017 8:10 AM
13	These signs are great - note survey monkey not set up correctly on this question; cannot pick one star	10/18/2017 7:36 AM
14	I like T3	10/18/2017 5:37 AM
15	T7 and T6 are good.	10/17/2017 9:42 PM
16	I like T2 and T3. The others not so much...	10/17/2017 9:23 PM
17	I like #72 and #73. The others are not as appealing to me.	10/17/2017 7:52 PM

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18	Too generic and lack good design	10/17/2017 7:01 PM
19	Don't care for T8	10/17/2017 6:50 PM
20	I like the shape of T2	10/17/2017 6:39 PM
21	these are all pretty ordinary and unremarkable	10/17/2017 6:33 PM
22	The only signs I like are T7 and T3. The others are too busy and don't look charming.	10/17/2017 6:29 PM
23	I don't like the size of the signs - they are too big. As to color and structure, I like T3 best.	10/17/2017 6:19 PM
24	I don't like shape or color of T8	10/17/2017 5:51 PM
25	I like T2 and T3 signs...since there are redwoods in the midst of the town the use of redwood would be nice looking and durable.	10/17/2017 5:38 PM
26	I like T2	10/17/2017 5:21 PM
27	Perhaps T3 is best. The signs should have a rustic feel rather than a manicured look.	10/17/2017 4:55 PM
28	I like the T2 and T10 signs best.	10/17/2017 4:50 PM
29	T3 is good	10/17/2017 4:49 PM
30	Not very unique, same font on all of them. The logos are also too small, and the art on them is not unique or stylized at all. Very neutral signs.	10/17/2017 4:45 PM
31	T6 is too east coast. T8 looks bad with exposed screws. T7 is too skinny. T3 is probably my favorite for clean design	10/17/2017 4:24 PM
32	too generic and municipal looking	10/17/2017 4:14 PM
33	Old, dated designs.	10/17/2017 4:01 PM
34	Very basic.	10/17/2017 3:54 PM
35	I don't like t8, t10, overall they are ok. I can't seem to choose 2 without it clicking 1 also.	10/17/2017 3:50 PM
36	T2 and T3 are the best of the group	10/17/2017 3:38 PM
37	I think larger text signs are better!	10/17/2017 3:31 PM
38	T7 is the most appealing of the bunch.	10/17/2017 3:26 PM
39	The name of the park should be in the larger print & City of Larkspur smaller. The print should be simple & bold with background color colorful/cheery.	10/17/2017 3:21 PM
40	I like T3 the best.	10/17/2017 3:19 PM
41	I like T3 the most, the more natural the look and feel, the more I feel it fits the "nature-based" character of our town, being surrounded by forest and the Bay as we are.	10/17/2017 3:16 PM
42	I like T2 and T3.	10/17/2017 3:14 PM
43	I prefer natural looking signage.	10/17/2017 3:11 PM
44	T3 is the best; T3 is good; T8 is terrible.	10/17/2017 3:09 PM
45	T7-shape, color should be green	10/17/2017 3:09 PM
46	Too busy and overdone	10/17/2017 3:06 PM
47	T2 & T7 are the most simpatico with Larkspur	10/17/2017 3:03 PM
48	T8 I especially do not like at all, esp that blue color.	10/17/2017 3:00 PM
49	T2 the best. FYI- I cannot click on stars above correctly. Clicking "I like most of these signs" also activates the "Overall, I don't like this grouping" star. Erasing one star erases both stars....	10/17/2017 2:59 PM
50	T3	10/17/2017 2:58 PM
51	Signage that's easy to read in all weather with a simple font appeals most. Imagery/graphics on the sign adds to appeal.	10/17/2017 2:57 PM
52	They seem kind of dated. I like San Rafael's, T10. Seems like we could come up with something more contemporary and cool.	10/17/2017 2:56 PM
53	I do not like T8, T10.	10/17/2017 2:55 PM

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54	Except I like T2 and T3	10/17/2017 2:53 PM
55	Not wild about the Boyd Memorial Park sign, but it's ok.	10/17/2017 2:50 PM
56	T6 is my favorite	10/17/2017 2:45 PM
57	I like T7 with different colors	10/17/2017 2:44 PM
58	T3 is good; T8 is good except for the bright blue.	10/17/2017 2:42 PM
59	Unlike all but T8- looks cheap	10/17/2017 2:41 PM
60	I like the t2 and t3 shape	10/17/2017 2:41 PM
61	T3 is ok. Like T7 for the more unique perpendicular hang. The rest are blah.	10/17/2017 2:37 PM
62	T2, T3 and T7 would be my personal choices	10/17/2017 2:35 PM
63	Like shape of T3 but bot the white decal	10/17/2017 2:33 PM
64	I like #17 best because the shape is simple, small and less intrusive than the others.	10/17/2017 2:30 PM
65	I like the Rushton Meadows Park sign	10/17/2017 2:29 PM
66	t10 don't like the color	10/17/2017 2:28 PM
67	T2 is my favorite your buttons are working correctly (I like most of these signs is what i want but it also makes overall, i dont like this grouping selected)	10/17/2017 2:26 PM
68	Like T6, T2, T3 in that order (also when I click "I like most of these signs" the star under "I don't like this grouping" also turns gold)	10/17/2017 2:26 PM
69	T3 is the best of the bunch	10/17/2017 2:24 PM
70	T3 is too big; T2 looks a little flimsy.	10/17/2017 11:51 AM
71	I like T10	10/17/2017 11:49 AM
72	I am not fond of the graphics on the signs. T7 is my favorite of this grouping.	10/17/2017 11:45 AM
73	The survey only allows me to click all 3 stars, for some reason... I like these signs very much. I like the Lake Druid sign best of all, for its simple color scheme - those with 3 or more colors look a bit busy to me.	10/17/2017 11:12 AM
74	I don't like the colors and shapes and details and logos. But, I like the main fonts.	10/17/2017 10:51 AM
75	I like T2 the best. I do not like T8 because of the blue color and the thin posts.	10/17/2017 10:29 AM
76	I like the smaller ones. The larger signs take up too much space and block views and line of site	10/17/2017 9:52 AM
77	Corporate/ not a lot of personality	10/17/2017 9:49 AM
78	Of the signs above, T7 is the most appealing.	10/13/2017 6:45 AM
79	I like T2 best. Park like. Also T8 if the metal was a bronze color and face was lower to the ground. Add Larkspur logo to the top of the arch, signage below. Different colors. Font to be determined.	10/12/2017 4:21 PM
80	I like T3 best. Can't say as I like the other signs much -- they don't say "Larkspur" or even "California" to me. It looks sturdy and like it's constructed of natural materials. None of them seem to relate to any landscaping, with which I think signage should be coordinated. Corte Madera's colorful median landscaping is an excellent example of how planting can celebrate an entrance,. a path or an experience.	10/12/2017 4:21 PM
81	I prefer simplicity and a natural wood that reflects our community 's environment -- T2 might work if signs are scaled to parks -- i.e. Bon Air park is tiny; sign should reflect scale.	10/12/2017 2:59 PM
82	I like the look and feel of T2. Simple yet pleasing to the eye.	10/12/2017 1:56 PM
83	I like the shape of T3.	10/12/2017 1:15 PM
84	T7 viewed from both sides. Not too large. T3 ok, too. Could be smaller. Clicker not working with stars. Highlights both overall and like most. I click on "like most"	10/12/2017 1:12 PM
85	I like the ones with wood posts most	10/12/2017 1:04 PM

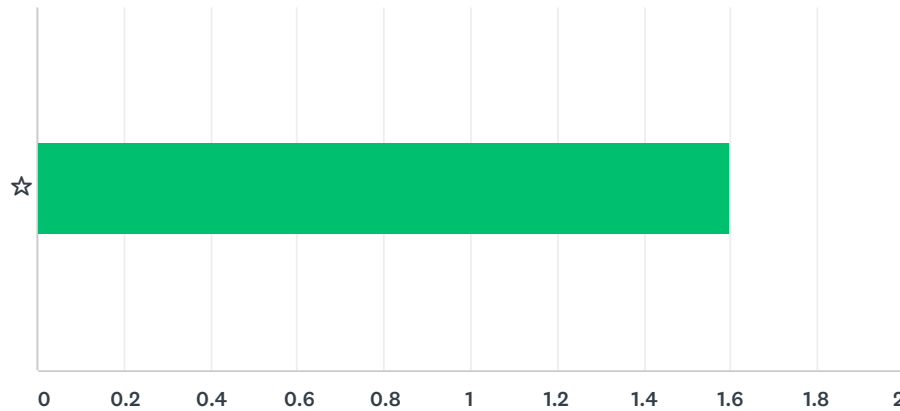
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86 Don't like these. I don't like the use of mixed fonts. Should also be a timeless font that won't date easily. Good examples of those that don't date: National parks signs. Also DON'T like the use of people in imagery or logos that are not particularly well designed. Simple is better. Maybe a silhouette of Mt. Tam.

10/12/2017 12:34 PM

Q3 Do any of the signs shown above feel like Larkspur?

Answered: 131 Skipped: 10



	OVERALL, I DON'T LIKE THIS GROUPING.	I LIKE MOST OF THESE SIGNS.	THESE SIGNS ARE GREAT!	TOTAL	WEIGHTED AVERAGE
☆	53.44% 70	33.59% 44	12.98% 17	131	1.60

#	SPECIFIC COMMENTS (I.E. "I LIKE S6, BUT THE POSTS ARE TOO BIG):	DATE
1	U3 and U4 are very modern: U3 can feature our Redwoods or marsh land scape nicely. U4 has that "older" Larkspur feel is it a craftsman style.	10/21/2017 9:27 AM
2	U2 and U4 nice looking and interesting materials, U9 hard to read	10/19/2017 10:37 AM
3	U3 and U4 look most like Larkspur to me	10/19/2017 8:24 AM
4	The survey monkey is not working on my computer, will not allow me to select one star and will not advance	10/18/2017 4:42 PM
5	U2 is nice	10/18/2017 10:17 AM
6	These are all too fancy or elaborate	10/18/2017 10:15 AM
7	No.	10/18/2017 9:33 AM
8	I like U3 middle part U4 is clean looking U2 I like the top part	10/18/2017 9:16 AM
9	U4 has nice Craftsman feel, but may be expensive maintaining the wood finish. U2 & U3 are nice and different. U7 & U9 no way.	10/18/2017 8:24 AM
10	U9 is great. Very unobtrusive.	10/18/2017 8:15 AM
11	i like u3 and u7	10/17/2017 10:32 PM
12	I like U3	10/17/2017 10:03 PM
13	I guess I like U3 best but I'm not wild about any of them.	10/17/2017 10:00 PM
14	U2 U3 U4 are great!	10/17/2017 9:42 PM
15	I like U4, not the others.	10/17/2017 9:23 PM
16	I LIKE U4 AND U3	10/17/2017 9:11 PM
17	Dislike anything like U9	10/17/2017 7:56 PM
18	I do not like any of these.	10/17/2017 7:52 PM
19	Like U4 the most out of these choices	10/17/2017 6:50 PM
20	U7 pole style would be great if the sign was made out of steel as in U3	10/17/2017 6:39 PM

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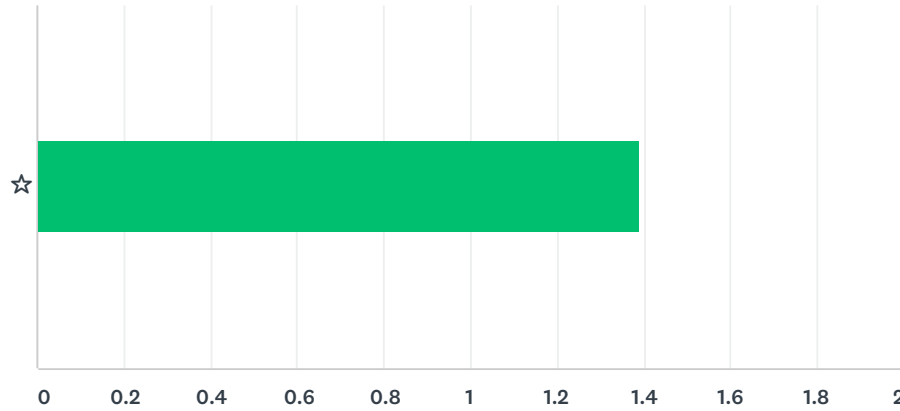
21	these are more distinctive, however legibility can be an issue with templated signs. U9 is interesting and more unique, but could present a problem with legibility and space	10/17/2017 6:33 PM
22	Something is wrong with this program. If I press these signs are great all 3 options light up. Same for above question	10/17/2017 6:32 PM
23	It's not letting me choose, but I like most of these signs other than the Waveland Golf Course	10/17/2017 6:29 PM
24	Don't like the rectangular shapes	10/17/2017 5:51 PM
25	I like U4 again because of the use of wood. A riff on the City of Larkspur Centennial Park sign would also be good.	10/17/2017 5:38 PM
26	I prefer. U2	10/17/2017 5:21 PM
27	Why not group the over-elaborate signs like U7 with others of like type. In this survey, you are mixing the types of signs in groups in which the individual styles are unrelated. U9 is more of the rustic type that, to me, brings out the small town feel of Larkspur rather than the elaborate structure of U7.	10/17/2017 4:55 PM
28	U3 is the best	10/17/2017 4:49 PM
29	I like these more, They have different placement of the letters, fonts, sign shapes, etc. It seems like more artistic focus was put into them.	10/17/2017 4:45 PM
30	I LOVE U3-- THAT IS THE BEST ONE OF ALL!	10/17/2017 4:42 PM
31	U2 for sure.	10/17/2017 4:24 PM
32	I like most of these signs. Two stars keep lighting up when I try to just highlight one. I like these are different and most western feeling	10/17/2017 4:14 PM
33	I like U2 and U9. They are modern and fresh, unlike the previous grouping.	10/17/2017 4:01 PM
34	I don't like U7, that is San Francisco's sign. Let them have it.	10/17/2017 3:54 PM
35	The posts are too big on most. Don't like u7 or u9.	10/17/2017 3:50 PM
36	U3 is interesting	10/17/2017 3:38 PM
37	I like U3 and U2	10/17/2017 3:31 PM
38	U7 is the most appealing of this group, followed by U3.	10/17/2017 3:26 PM
39	Don't like U9.	10/17/2017 3:21 PM
40	I love U4. I think U2 and U3 will be hard to read under some conditions. I think U9 looks too metro.	10/17/2017 3:19 PM
41	Excepting U7, which is a classic SF look, these signs are too busy and in many cases difficult to read in full.	10/17/2017 3:16 PM
42	None of these is Larkspur...!	10/17/2017 3:09 PM
43	Way too busy. U& is okay	10/17/2017 3:06 PM
44	U3& U9 fit Larkspur	10/17/2017 3:03 PM
45	Don't like any of these.	10/17/2017 3:00 PM
46	U2 and U3 are unique and interesting!	10/17/2017 2:59 PM
47	I really like u3!	10/17/2017 2:57 PM
48	Too rustic.	10/17/2017 2:56 PM
49	Historic Renton Hill is especially nice.	10/17/2017 2:50 PM
50	I like U9.	10/17/2017 2:44 PM
51	The sign part of U2 is good, but the base is clunky. U3 is very good, but I'm not sure how it would be implemented for Larkspur	10/17/2017 2:42 PM
52	U3 and U9 most	10/17/2017 2:41 PM
53	U3 is attractive	10/17/2017 2:41 PM
54	U2 and U4 are great!	10/17/2017 2:38 PM

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55	Size of U2 seems right, vs U4 being too big. I like U9 but not sure if plant growth would obscure letters over time (of course that is problem with some of our signage now). I've never loved the font of the SF signs (U7).	10/17/2017 2:37 PM
56	Too big and U9--too odd	10/17/2017 2:35 PM
57	I like U7. Hanging signs are visible and the metal should last. Combining hanging sign with traditional light post would indicate park after dark as well. I hate signs with ground lights shining up on them. All lighting should always shine down, not up.	10/17/2017 2:33 PM
58	U2 and U4 look too corporate. U9 is hard to read in a vertical format. U7 is very San Franciscan and not Larkspur. U3 is the nicest of the bunch. Are you working with an experienced graphic designer? That's who can give you the best input.	10/17/2017 2:30 PM
59	U4	10/17/2017 2:29 PM
60	Rushton Park Alamo Sq is good with the green ground and white letters.	10/17/2017 2:29 PM
61	not u4 or u9	10/17/2017 2:28 PM
62	U2 is #1	10/17/2017 2:24 PM
63	None seem appropriate	10/17/2017 11:51 AM
64	I like the historic look of U7. I think a classic historical look is important to reflect Larkspur. U9 is way too contemporary.	10/17/2017 11:49 AM
65	U4 seems too large. I really like U3. U7 is great, U9 is a bit hard to read...	10/17/2017 11:45 AM
66	U2 feels like Larkspur. U9 feels like the kind of thing that people around here would choose, but while it is aesthetically beautiful I think it is flawed due to being difficult to read.	10/17/2017 11:12 AM
67	I like the Craftsman style of U4. U2 is pretty good also.	10/17/2017 10:29 AM
68	u3 and u4 are my favorites	10/17/2017 9:52 AM
69	I like the Rushton Meadows sign and the Alamo Square sign because they feel unique and memorable. The last grouping looked generic and out dated.	10/17/2017 9:49 AM
70	I particularly like U3 & U4.	10/13/2017 6:45 AM
71	NO.	10/12/2017 4:21 PM
72	Larkspur makes me think of an early logging history, forests and open space, Mt. Tam, historic buildings, railroads & depot buildings, redwood trees, marshes and the creek. I don't see those ideas in the above signs...sorry!	10/12/2017 4:21 PM
73	Simple structure is best; remember, our town's major claim to fame is its history which should be reflected in some way in all signs.	10/12/2017 2:59 PM
74	I like U3 the best. highlights the natural environment in a modern way.	10/12/2017 1:56 PM
75	I don't like U9- the vertical sign. Too hard to read.	10/12/2017 1:15 PM
76	Not really "feel" like Larkspur. U7 too ornate, but U7 better. U3 without the bricks is nice because you can see through it and could have Mt. Tam or Redwoods in cut out and smaller. U4 heavy. U9 like a trail marker.	10/12/2017 1:12 PM
77	U4 looks a lot like Larkspur - craftsman with a bit Frank Lloyd Wright/art deco	10/12/2017 1:04 PM
78	Much cleaner and simpler. These I really like! U3 feels like Larkspur, but may be too elaborate. U2 is a bit too "rustic" but nice and simple.	10/12/2017 12:34 PM

Q4 What is your overall feeling about the group of signs shown above?

Answered: 125 Skipped: 16



	OVERALL, I DON'T LIKE THIS GROUPING.	I LIKE MOST OF THESE SIGNS.	THESE SIGNS ARE GREAT!	TOTAL	WEIGHTED AVERAGE
☆	68.80% 86	23.20% 29	8.00% 10	125	1.39

#	SPECIFIC COMMENTS (I.E. "I LIKE THE SIMPLICITY OF M5):	DATE
1	A little too modern for the look and feel of Larkspur	10/19/2017 8:26 AM
2	More modern look m6 m10 simple and beautiful	10/18/2017 4:10 PM
3	Too modern	10/18/2017 10:18 AM
4	No!	10/18/2017 9:33 AM
5	I like M10 only	10/18/2017 9:17 AM
6	I like these contemporary signs but not for Larkspur	10/18/2017 8:28 AM
7	Awful. Too modern	10/18/2017 8:17 AM
8	I like T8	10/18/2017 6:33 AM
9	Too modern looking	10/17/2017 10:46 PM
10	m9 is nice	10/17/2017 10:34 PM
11	M10 is really nice	10/17/2017 9:25 PM
12	I LIKE M5 AND M6 - TEXT BASED WITH A LOGO	10/17/2017 9:13 PM
13	I do like the simplicity of M5	10/17/2017 7:54 PM
14	Too generic and lack good design	10/17/2017 7:02 PM
15	With exception to M11 and M7, I think these are well designed typographically, updated style, and legible.	10/17/2017 6:36 PM
16	Do not like any, to modern!	10/17/2017 6:29 PM
17	Too big and cheap looking.	10/17/2017 6:20 PM
18	Don't like any	10/17/2017 5:54 PM
19	M10 is nice design for providing information.	10/17/2017 5:41 PM
20	I prefer. M10	10/17/2017 5:22 PM
21	Maybe M10 or M11. M9 says this is an urban space.	10/17/2017 5:00 PM

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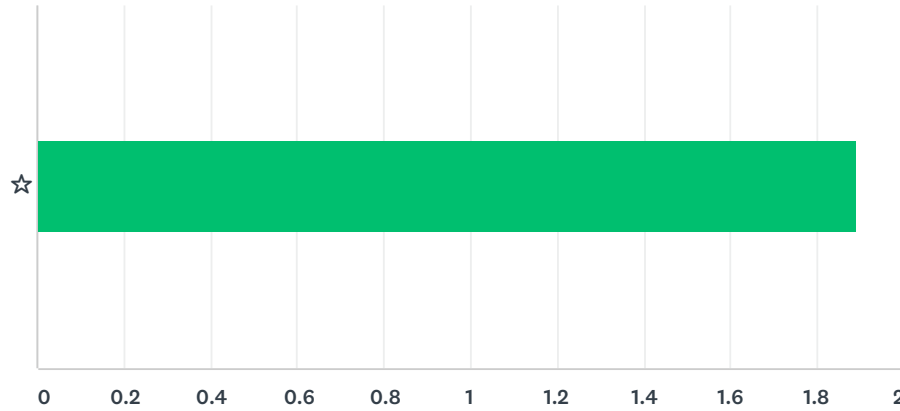
22	Love to modern feel. M6 is clean. M7 is a little too big	10/17/2017 4:25 PM
23	Again the stars are not working on this survey. I find some of these too modern but M10 and M^ look quite sharp	10/17/2017 4:16 PM
24	I like M5, M10 and M6 of this grouping. Modern and interesting. Not so boring and dated.	10/17/2017 4:02 PM
25	Don't do a full cement sign. Looks industrial.	10/17/2017 3:56 PM
26	Like M11	10/17/2017 3:40 PM
27	The concrete feels too cold.	10/17/2017 3:32 PM
28	M7 and M6 are the most appealing of this group.	10/17/2017 3:29 PM
29	I do like signs with explanations of an area's history and natural components (i.e. educational) like M10, but prefer them as complimentary to the primary simple sign with just the park's name (and perhaps logo/tag line).	10/17/2017 3:22 PM
30	I like the material and shape of M10. I do not like the material or scale of M9. I like the simplicity of M6.	10/17/2017 3:20 PM
31	I like M6	10/17/2017 3:11 PM
32	Too business-like for Larkspur	10/17/2017 3:10 PM
33	All too big and overbearing	10/17/2017 3:08 PM
34	Only M10 would work for Larkspur	10/17/2017 3:06 PM
35	Not as good a fit overall...more formal...	10/17/2017 3:01 PM
36	too cold	10/17/2017 3:00 PM
37	Weird - I couldn't just click on #2 - I like most of these signs. I like the more contemporary feel. M10 is really cool. I would love to see contemporary signs made of wood like this. It's a good combo of urban/cool (we are a suburb of S.F., after all) with the natural element since we are surrounded by nature preserves.	10/17/2017 2:59 PM
38	Not very creative or too complicated	10/17/2017 2:59 PM
39	Not wilde about the concrete one, M7	10/17/2017 2:51 PM
40	I like M10, but am concerned about using wood.	10/17/2017 2:46 PM
41	M11 it too fussy; all the others are great.	10/17/2017 2:44 PM
42	Boring group	10/17/2017 2:42 PM
43	M5 and M6 is too institutional and sterile. Like the natural material choices of M7 and M10.	10/17/2017 2:42 PM
44	Too modern	10/17/2017 2:41 PM
45	I like the modern look and simplicity of M10, M9 and M6	10/17/2017 2:37 PM
46	These are all ugly.	10/17/2017 2:35 PM
47	Too stark and rectangular, no organic shapes like you'd find in nature.	10/17/2017 2:33 PM
48	I love M5. has a clean look but a historic logo element.	10/17/2017 11:50 AM
49	M7 is excellent, others seems very large. M6 would be good with a lighter color.	10/17/2017 11:48 AM
50	Too industrial. They are very 'of the moment' in terms of design, but will quickly look dated. Not classic enough.	10/17/2017 11:13 AM
51	These are all too commercial and modern for Larkspur.	10/17/2017 10:31 AM
52	I think these could work with a unifying design applied to each.	10/17/2017 9:56 AM
53	I like the boldness and minimalism but it feels a bit corporate and not sure it captures the quirky charm of Larkspur	10/17/2017 9:50 AM
54	I like this grouping least, but I do like M10.	10/13/2017 6:47 AM

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55	I like that most of these signs are connected with the ground, which would be an opportunity to incorporate colorful and/or native landscape planting, interesting/artistic/interpretive paving with inlaid native American themes or native plant themes, or historical story themes to lead users into the park. M10 seems closest to a Larkspur feel for me, as it's simple, strong-looking, and emphasizes the beauty, durability and strength of a natural material -- wood.	10/12/2017 4:39 PM
56	Gravestone like. Too bulky and massive	10/12/2017 4:24 PM
57	Too modern & large for Larkspur parks.	10/12/2017 3:02 PM
58	These signs feel more "business like". I.e. provide information in a more utilitarian way possible.	10/12/2017 1:57 PM
59	Not appropriate for Larkspur. Boring and heavy.	10/12/2017 1:15 PM
60	M10 and 11 with wood seem most "Larkspur"	10/12/2017 1:06 PM
61	By far my favorite, except M11. Don't like the font and don't like the use of a fussy logo.	10/12/2017 12:35 PM

Q5 What are your thoughts about the group of signs shown above?

Answered: 125 Skipped: 16



	OVERALL, I DON'T LIKE THIS GROUPING.	I LIKE MOST OF THESE SIGNS.	THESE SIGNS ARE GREAT!	TOTAL	WEIGHTED AVERAGE
☆	38.40% 48	34.40% 43	27.20% 34	125	1.89

#	SPECIFIC COMMENTS (I.E. "I LIKE THE VERTICAL SHAPE OF U9 AND IT WOULD WORK BETTER IF THE LETTERING STOOD OUT MORE.)	DATE
1	These sign are made of organic material and will not weather well in our wet parks environment. This is what is the problem is for our current run-down wooden signage.	10/21/2017 9:29 AM
2	look like what a state or national park sign should look like consistantly	10/19/2017 10:39 AM
3	A bit too rustic for our town	10/19/2017 8:26 AM
4	I like s5	10/18/2017 4:10 PM
5	S5 and s6 seem more natural and rustic, which is appealing for me.	10/18/2017 10:18 AM
6	NO!	10/18/2017 9:33 AM
7	BTW when I try to click "I like most of these signs" it automatically clicks "overall, I don't like this grouping" too---I like S6	10/18/2017 9:17 AM
8	S5 AND S6 are the best looking styles for Larkspur.	10/18/2017 8:28 AM
9	S1 and S10 are really good.	10/18/2017 8:17 AM
10	I tap "I like most" & 2 answers appear tapped.	10/18/2017 6:33 AM
11	I like the rustic quality but they are too heavy in shape for Larkspur	10/17/2017 9:43 PM
12	S1 and S10 feel a bit too rustic (i.e., National Park-like) for Larkspur.	10/17/2017 9:25 PM
13	I ONLY LIKE S6	10/17/2017 9:13 PM
14	None are appropriate for a suburban park.	10/17/2017 7:57 PM
15	These all look to elaborate and complicated and expensive.	10/17/2017 7:54 PM
16	Like S6 the most.	10/17/2017 6:51 PM
17	a little too rustic	10/17/2017 6:36 PM
18	Love the look of all of these! It fits are small town charm.	10/17/2017 6:29 PM
19	Too big and heavy looking.	10/17/2017 6:20 PM

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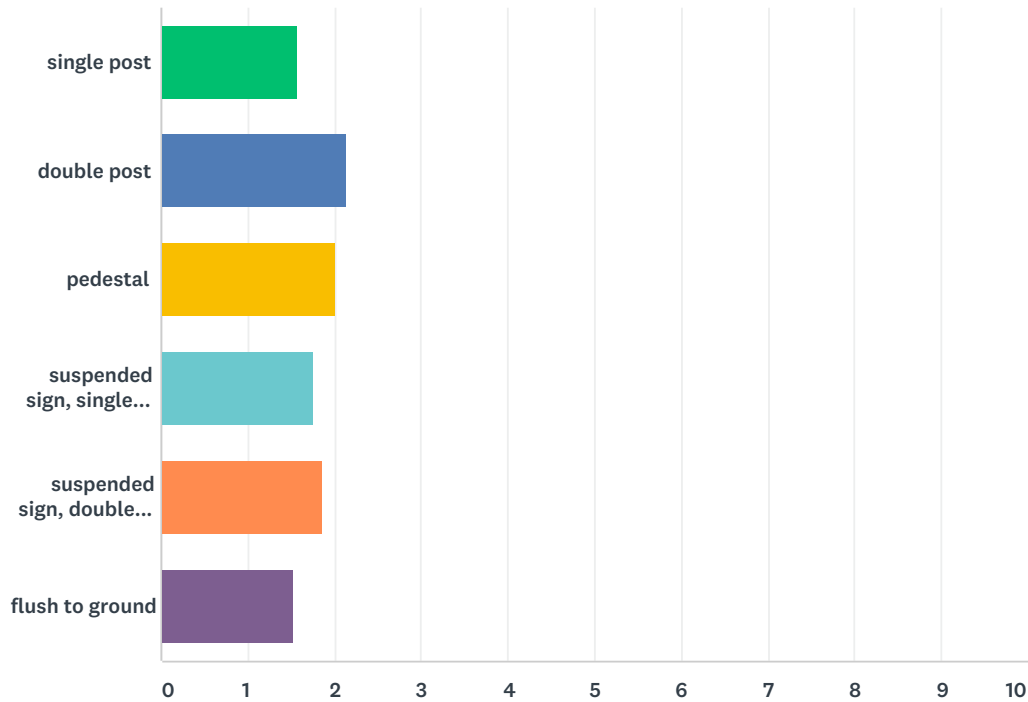
20	Thes are just ok. S10 is the best of them-clear text, nice art symbolism, and rustic look fits the location.	10/17/2017 5:54 PM
21	The signage for the National Parks is always nicely designed. The one I liked the least is S5.	10/17/2017 5:41 PM
22	Now we are getting somewhere, but your web page does not record the "These signs are great!" choice that I made. Broken HTML. I like S1 and S6 best: simple, weighty and clear.	10/17/2017 5:00 PM
23	Too heavy for Larkspur	10/17/2017 4:50 PM
24	Very traditional and woodsy. S5 and S6 are favorites	10/17/2017 4:25 PM
25	I love the Marin Headlands sign. and the rustic pillars holding them up. I don't like S5 it looks very dated	10/17/2017 4:16 PM
26	I like S1 and S6, but they all remind me of camping in the 70's, with the exception of S6. :).	10/17/2017 4:02 PM
27	I like S6, that is Marin. The text on S1 and S10 look cartoonish.	10/17/2017 3:56 PM
28	S5 and S6 are most attractive	10/17/2017 3:39 PM
29	I like dark background with white lettering. It's easy to read.	10/17/2017 3:32 PM
30	The survey is glitching on the choices above, so I can't click that I generally like these signs the most. They're simple, clearly show the park name and affiliation with parks logos, and are made of natural materials.	10/17/2017 3:22 PM
31	I love the GGNRA signs and the California State Park signs.	10/17/2017 3:20 PM
32	I like S 10	10/17/2017 3:11 PM
33	Heavy and stodgy looking.	10/17/2017 3:10 PM
34	These are simple, unobtrusive and put emphasis on the park, not the sign	10/17/2017 3:08 PM
35	Any would work	10/17/2017 3:06 PM
36	They feel more historic in a good way....blend in better...	10/17/2017 3:01 PM
37	Ethel best so far	10/17/2017 3:00 PM
38	S 5 is good	10/17/2017 3:00 PM
39	Again, too rustic.	10/17/2017 2:59 PM
40	Easy to read fonts, homey, familiar	10/17/2017 2:59 PM
41	S10 and S1 are the best. We need something like this - classic and not modern.	10/17/2017 2:57 PM
42	Except I like S5	10/17/2017 2:55 PM
43	I like S6	10/17/2017 2:46 PM
44	These signs are good, but they are true monuments, and too big for Larkspur parks that don't occupy vast areas	10/17/2017 2:44 PM
45	Like use of mixed materials in S1, S6, and S10 whereas don't like the less interesting look of S5. Don't like the yellow in S1 and lacking the use of a logo/seal.	10/17/2017 2:42 PM
46	I like the use of natural products and the look of S1 and S6	10/17/2017 2:37 PM
47	S10 is attractive but looks expensive. Low signs are less visible.	10/17/2017 2:35 PM
48	None of these. s6 is the best of this batch. The font is very readable and simple enough not to look too dated too fast.	10/17/2017 2:33 PM
49	programnotworkin g. selects twowhen you clickone . I like most.	10/17/2017 2:30 PM
50	S6 is classic	10/17/2017 2:25 PM
51	Posts on S6 are too large	10/17/2017 11:52 AM
52	Love s6. historic element with signature logo. Clean fonts.	10/17/2017 11:50 AM
53	S1 is my favorite, s5 is my least (wordy). I like S10 and S6	10/17/2017 11:48 AM
54	These are much more 'Marin'. Stylish, slightly rustic/bohemian feel, very in tune with nature.	10/17/2017 11:13 AM
55	Old school Marin/Larkspur. I LOVE it!	10/17/2017 10:52 AM

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56	These signs are good for State & National Parks, but are too big for a small City like Larkspur.	10/17/2017 10:31 AM
57	Maybe s6	10/17/2017 9:52 AM
58	These signs are very old fashioned looking. S6 is the best one.	10/13/2017 6:47 AM
59	I guess I like wooden signs that look sort of rugged, hand-hewn, historical and have a California esthetic, which these do. I like the Keller Beach sign (S5) best -- still rugged, with subdued, natural colors, but updated and clean. I would like it more if it related to the ground/landscape more, as do S1 and S6. I realize not all signs can be close to the ground -- for visibility and other constraints of its location, but I think an entry sign should relate to something -- say, a tree that gives the sign and park uniqueness -- that helps ground the sign and relate it to the park, as a way to lead people in.	10/12/2017 4:39 PM
60	Only S10 is not ugly. Too floppy in the wind.	10/12/2017 4:24 PM
61	I prefer simplicity -- the Headlands sign with posts that are smaller could work.	10/12/2017 3:02 PM
62	I like the rustic/park like feel of these signs. These signs remind me of camping and being out in nature.	10/12/2017 1:57 PM
63	Too big and heavy feeling for Larkspur parks.	10/12/2017 1:15 PM
64	two wood posts on either side of a side that has space below seems most Larkspur = S5 and S6	10/12/2017 1:06 PM
65	A bit too rustic. But S6 is my favorite.	10/12/2017 12:35 PM

Q6 There are many ways to mount signs -- on 1 or 2 posts, on a pedestal, in the ground, etc. With this in mind, please rank your preference for each example.

Answered: 118 Skipped: 23



	DON'T LIKE.	IT'S OK.	LIKE IT.	LOVE IT.	TOTAL	WEIGHTED AVERAGE
single post	47.46% 56	30.51% 36	18.64% 22	3.39% 4	118	1.56
double post	9.32% 11	27.97% 33	40.68% 48	22.03% 26	118	2.13
pedestal	19.49% 23	30.51% 36	30.51% 36	19.49% 23	118	2.00
suspended sign, single post	36.44% 43	25.42% 30	25.42% 30	12.71% 15	118	1.76
suspended sign, double post	25.42% 30	30.51% 36	33.05% 39	11.02% 13	118	1.86
flush to ground	55.08% 65	22.03% 26	14.41% 17	8.47% 10	118	1.53

Q7 Thank you for your participation and valuable feedback! Please add any additional thoughts or feedback on the question above or this project in general.

Answered: 34 Skipped: 107

#	RESPONSES	DATE
1	Will all parks receive new signage? Will you host a Saturday meeting I can see about using the Cape Marin Club near Niven Park. Rich Cimino Larkspur P & R Commissioner	10/21/2017 9:32 AM
2	A lot depends on the size of the park. The larger the Park size should have a bigger more prominent sign. Small parks should not have a huge double post sign!	10/19/2017 10:42 AM
3	I like the darker color like black as background and light colored lettering. As simple as possible. I am in favor of a more updated modern look	10/18/2017 4:15 PM
4	Lisa Revelli - is a good graphics and signage designer. 415.747.5616	10/18/2017 9:35 AM
5	Rather than be uniform, perhaps they could reflect the individual neighborhood.	10/18/2017 8:20 AM
6	I really like the Corte Madera sign on Paradise Drive. I really can't get excited about any of the example signs and I think the mounting is really dependent on the design. I'd be happy to send some more reference images in but I'm not ready to vote on any of the examples. They're just too generic for our unique little town.	10/17/2017 10:34 PM
7	Thank you for doing this!	10/17/2017 9:26 PM
8	WOULD BE NICE TO HAVE A SIMPLE PARK/CITY LOGO/ICON WITH TEXT ON NATURAL MATERIALS TO LOOK MODERN AND ALSO REFLECT TOWN SETTING	10/17/2017 9:15 PM
9	The mounting strongly depends on the style of the sign. Generally double posts are what Larkspur has historically used for City signage made with wood. A metal sign may look better with a single or double metal supporting system.	10/17/2017 8:01 PM
10	I think the signs should be a reasonable size and easy to maintain. Using wood for the post and pedestal with the name and town logo should be sufficient.	10/17/2017 6:23 PM
11	I prefer double posts or pedestal signs that do not swing in the wind.	10/17/2017 5:44 PM
12	Its nice and wise too to include the public in such decisions, especially after the fiasco with the massive poles at Magnolia and Ward. Too often design decisions are made without citizen input, like the ugly black wire fence along Doherty cutting off the marsh. Why in the world was that put up at all? Why spend the money?	10/17/2017 5:09 PM
13	I love the fact you are taking a proper design approach to this project and soliciting feedback from the public!	10/17/2017 4:28 PM
14	Thanks for sending this survey out! It's great to feel like the community is part of the process! Good luck! Can't wait to see the signs.	10/17/2017 4:03 PM
15	Visibility of sign needs to be 2 sided to be seen coming or going	10/17/2017 3:43 PM
16	thanks for involving public opinion!	10/17/2017 3:23 PM
17	Be simple and tasteful. The sign should not dominate just tell you where you are.	10/17/2017 3:10 PM
18	Where the sign goes is crucial to the choice	10/17/2017 3:07 PM
19	I'm hoping that there can be better signage in Madrone Canyon near the creek about where public property hiking trails end and where personal property begins. People often get lost and I find them in my yard looking for a way out to the street.	10/17/2017 3:03 PM
20	Thanks for this survey. Someone clearly put a lot of time into it. Really well done. I hope it's useful to you.	10/17/2017 3:01 PM
21	Thanks for doing this!	10/17/2017 2:42 PM

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22	Thank you for thinking ahead. If you go with the hanging metal signs, you could probably afford to have signs at more entrances, which would be great! Thinking about Centennial Park up the street from me, could have sign on Magnolia and on Alexander, for example	10/17/2017 2:38 PM
23	Nice to be asked for my opinion but hope you'll pay a modest fee to someone who has experience in this, so the result doesn't look homemade. Very experienced, reasonably priced designer: Jude Haig, http://heyjudesign.wixsite.com/judehaig	10/17/2017 2:36 PM
24	Should have a Historic feeling. National Park Like	10/17/2017 2:32 PM
25	I know you'll do a great job. Thank you for allowing me to participate.	10/17/2017 11:52 AM
26	Thank you for giving us this opportunity to comment!	10/17/2017 10:53 AM
27	What is the estimated budget to replace all the City's park signs? Can the public organize a fundraising even to pay for them?	10/17/2017 10:32 AM
28	Though I like flush to ground in general, I don't like the Cobb's Hill sign. I liked the earlier sign on a beach wooden sign with the angled top edge that was flush to ground. In general, of the above signs, I like the ones that look durable -- as with the stone pedestal and the heavier timbers used to suspend the signs. Thank you for creating this survey.	10/12/2017 4:44 PM
29	Thanks for the opportunity. BTW I have some experience with color and perception, as an Interior Designer. Glad to offer if the need arises. Barbara W.	10/12/2017 4:27 PM
30	Sign size should be appropriate to the size of the park. In designing signs, Larkspur's historic character should not be forgotten. It's a community that's old AND new with a downtown marked on either end by buildings on the National Historic Registry of Historic places. Any new signage should be influenced by that history as well as Larkspur's natural environment and backdrop. It's not a formal place.	10/12/2017 3:08 PM
31	just wandering, why is the city thinking about changing post signs and spending money on it? that money could be spent somewhere else more wisely...	10/12/2017 1:45 PM
32	Double post with open space is good especially for smaller parks. I vote for a clean look. There is so much going on in a park. The sign should give the facts. Single post could work well in the smaller ones. The pedestal is beautiful, but heavy in feel and takes up too much space.	10/12/2017 1:21 PM
33	Wood (or wood look) with some green seem to say "Larkspur" the most	10/12/2017 1:07 PM
34	Thank you for including us! Look forward to continued participation.	10/12/2017 12:35 PM