CITY OF BEVERLY HILLS
STAFF REPORT

Meeting Date: November 18, 2008

To: Honorable Mayor & City Council

From: Steven Zoet, Assistant Director of Community Services/Recreation and Parks

Subject: Gateway Signage Project – Summary of September 10, 2008 Liaison Meeting

Attachments: None

INTRODUCTION

Per past direction from City Council, staff has researched possible locations for some enhanced "gateway" signage at various points of entry into the city. The intent of such signage is to clearly articulate and announce entry into the City of Beverly Hills to its viewer by use of unique materials and design. Eight preliminary locations have been identified with possible additional locations to be added at a later date. These locations, and various signage concepts, will be formally presented to Council once additional information has been gathered. Director Steve Miller and Assistant Director Steve Zoet have met with Vice Mayor Frank Fenton, Councilmember Nancy Krasne and City Manager Rod Wood to provide a preliminary overview. Staff was directed to further explore possible locations and signage options and be prepared to present findings at a later date to the City Council as a whole.

DISCUSSION

In an effort to keep the process moving forward, staff met with Mr. Steve Smith, ASLA, of Gruen Associates, regarding this project and anticipate Mr. Smith's future involvement. A Scope of Work is being prepared at this time and staff anticipates bringing this matter before Council shortly after the first of the year requesting your approval for an award of agreement. Staff further intends that location recommendations and design options will be presented to Council as a whole in March or April of 2009. Staff will be engaging the Recreation and Parks Commission throughout the process and assuring their awareness and purpose of the effort and encouraging their input and support. Additionally, area stakeholders who may in some way be affected by or have a desire for input into the design phase will be encouraged to do so.

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FISCAL IMPACT

None

RECOMMENDATION

No recommendation is being provided or sought at this time as this is a status summary only. Staff will bring this matter before Council at a later date with recommendations and seek direction at that time.

Steve Miller
Approved By