CITY OF BEVERLY HILLS
STAFF REPORT

Meeting Date:	January 12, 2010
To:	Honorable Mayor & City Council
From:	Steven Zoet, Assistant Director, Community Services/ Recreation and Parks
Subject:	Presentation of Gateway Signage Models as Requested by City Council
Attachments:	Estimated Cost of Construction and Fees Proposed Wilshire Boulevard Median Modifications

INTRODUCTION

At the November 5th 2009 City Council Study Session meeting, a presentation was made by staff and Steve Smith from the architectural design firm Gruen Associates. The presentation included concepts and locations for the placement of "gateway" signs recommended for installation at four prominent points of entry into the City. Direction was given by City Council to return with three-dimensional models of the proposed signage to aid Council in assessing how it will look and fit within its surroundings and to allow a better understanding of overall appearance and scale.

Steve Smith and other representatives from Gruen Associates will be presenting the models to City Council as requested and will be prepared to address any questions you may have. A model was not constructed for the Santa Monica Blvd./Doheny Drive location due to that site not yet being under the full ownership and control of the City.

DISCUSSION

The desire to consider placement of gateway signage and possible accompanying landscaping at various locations as a way to identify entry into the City has been an expressed interest of past City Councils. Various City departments have had involvement with this effort over the years. Due to our responsibilities to maintain the areas where all signage would likely be placed, the Community Services Department has most recently taken lead on coordinating efforts to design and install suitable signage that complements the public's image and perception of the City and would blend well within the identified areas.

As a reminder, the four previously identified intersections or locations intended for placement include the following:

1. Wilshire Boulevard and Whittier Avenue
2. Wilshire and San Vicente Boulevards
3. Olympic Boulevard at Beverly Hills High School
4. Santa Monica Boulevard and Doheny Drive

These four sites are all amongst those previously identified as locations of interest and are supported by staff and the Recreation and Parks Commission, as are their accompanying designs, for your consideration and direction. In selecting the proposed sites and designs, staff held public meetings with the Recreation and Parks Commission, presented the proposed designs and locations to the Traffic and Parking Commission and also met with representatives from Planning, Traffic Engineering and other City departments, as well as with liaison members of City Council.

FISCAL IMPACT

Gateway enhancements are a funded project in this year's CIP budget. Funds have been drawn down to provide professional services rendered thus far. However, adequate funds remain for purposes of providing further design work and producing biddable documents. Pending final cost analysis, sufficient funds may also remain for the construction of signage at a designated site.

RECOMMENDATION

Pending review and approval of the model being presented, staff seeks City Council direction to proceed with the completion of design and construction documents necessary to bid the Wilshire Boulevard/Whittier Avenue location. City Council has previously identified this site as a good "test" location and further supported this site due to the probability that the project could be constructed within the current fiscal year with remaining project funds. More accurate construction cost estimates will be an outcome of the construction drawing process. Staff will be prepared to bring forth final design documents upon their completion and request City Council approval to bid the project at a future date pending the architects final cost estimates and the balance of funds that are available to be committed.

Staff would like to note that the attached cost estimates for all sites, inclusive of the recommended location, is what was provided you this past November. Gruen Associates believes the cost estimates remain fairly accurate due to no significant changes within the current economic climate that would require revision. However, in discussion with City Council and City staff, a recommendation to enhance the initial design of the test site to include a median extension for enhanced traffic flow and general safety at the site is recommended. An attachment provides a visual depiction of what is being proposed. Mr. Smith will have revised cost estimates available for City Council review at your meeting as relates to these changes. Staff continues to believe that adequate funds remain within the original project cost allocation to complete the design and construction of the site.

Staff anticipates providing City Council with a recommended schedule for the construction of the remaining sites as part of the 2010/11 budget presentation process and is desirous of planning for the completion of all remaining sites within the five year CIP planning schedule.

Steve Miller
Approved By

City of Beverly Hills Gateways

Estimated Cost of Construction and Fees

The following are preliminary cost estimates for the four (4) selected Gateway sites. Costs reflect schematic estimates made from take offs and observations of the preliminary plans by the consultant as a means to help the City of Beverly Hills generate some budget parameters. These costs are subject to change pending future design modifications and refinements.
Note: Costs and fees do not reflect potential additional engineering and environmental measures required for acquisition and mitigation of of the Doheny Drive/Santa Monica median site

Gateway Sites	Construction Cost	Engineering/Architect's Fees	Total Cost and Fees
Site 1			
Doheny Drive at Santa Monica Boulevard			
Hardscape: 26' Pylons, walls, signs, arch, paving, signage	$811,590.00		
Landscape: Irrigation, planting, trees, soils, etc.	$487,200.00		
Total	**$1,298,790.00**	**$86,350.00**	**$ 1,385,140.00**
Site 2			
Olympic Blvd. at Beverly Hills High School			
Hardscape: 16' Pylons, walls, signs, lighting	$105,330.00		
Landscape: Irrigation, Planting, soils, etc.	$74,900.00		
Total	**$180,230.00**	**$45,366.00**	**$ 225,596.00**
Site 3			
Wilshire Blvd. at San Vicente Boulevard			
Hardscape: Single 40' pylon tower, signs, planter, paving, etc.	$620,900.00		
Landscape: Irrigation, planting, palm trees, soils, etc.	$134,500.00		
Total	**$755,400.00**	**$82,000.00**	**$ 837,400.00**
Site 4			
Wilshire Blvd. at Whittier (El Rodeo School)			
Hardscape: Metal post mounted/mesh signs, walls, lighting, etc	$91,160.00		
Landscape: Irrigation, Planting, specimen trees, soils	$88,260.00		
Total	**$179,260.00**	**$41,000.00**	**$ 220,260.00**

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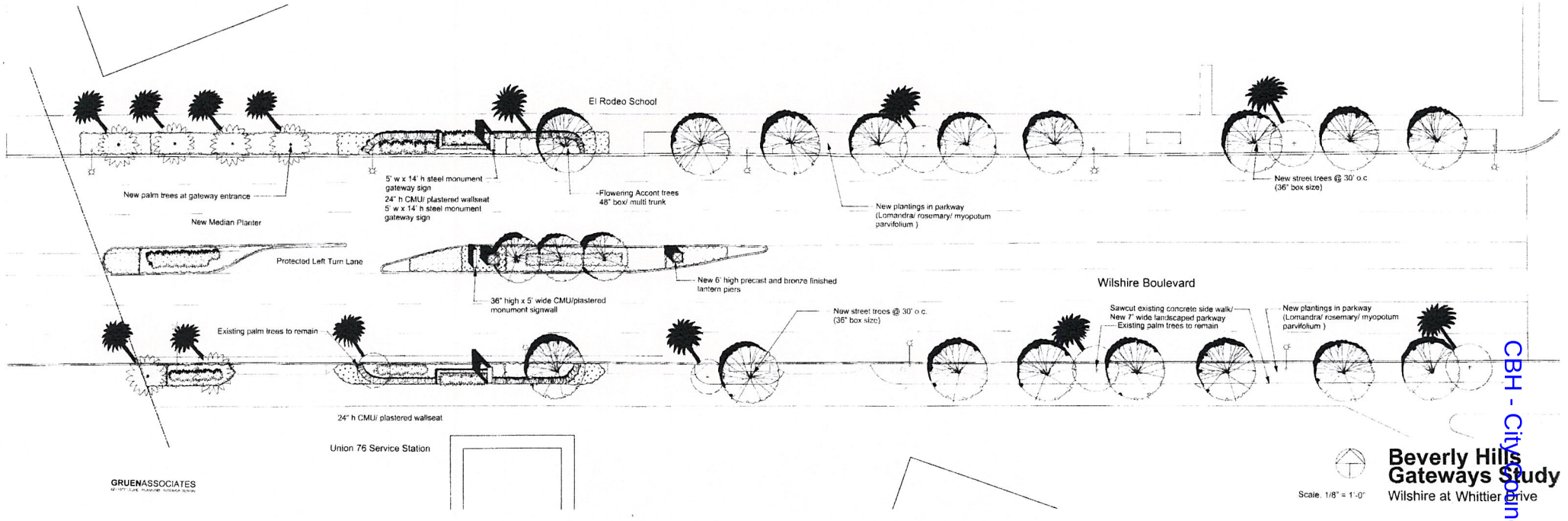

Beverly Hills Gateways Study

Wilshire at Whittier Drive

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