



STAFF REPORT

Meeting Date: December 20, 2016
To: Honorable Mayor & City Council
From: Mark Cuneo, City Engineer *MC*
Samer Elayyan, Project Manager *SE*
Subject: North Santa Monica Boulevard Reconstruction Signage
Attachments: 1. Proposed Signage Design Package
2. Map of Sign Locations

INTRODUCTION

This report transmits information on the proposed signage design package for the North Santa Monica Boulevard Reconstruction Project. The wayfinding signage package includes parking and loading zone signs and banners for the east portion of North Santa Monica Boulevard. Unless otherwise directed by City Council, staff will proceed with the fabrication of the signs and banners so they may be installed prior to the start of construction in January 2017.

DISCUSSION

On October 18, 2016, City Council approved construction plans for the North Santa Monica Boulevard Reconstruction project, scheduled to break ground in January 2017. The project includes a variety of traffic management measures, including the temporary bagging of meters on South Santa Monica Boulevard to maintain vehicular traffic to the business triangle. Staff has developed a wayfinding signage package to communicate project information and parking options during construction. The proposed package includes three types of signage with the Beverly Hills Shield for consistency:

- 1.) **Loading and Unloading Zone** – signs include passenger loading and unloading zone and 3-minute time limit messaging. These signs will be placed in front of the proposed loading zones at Roxbury Drive and Camden Drive. Staff will continue to explore other areas for additional loading and unloading zones.
- 2.) **Public Parking** – signs include a 'P' symbol and arrow in the appropriate direction to inform individuals where to turn for public parking. These signs will be placed on South Santa Monica Boulevard to direct individuals to the Santa Monica Five parking structures and other parking structures in the business triangle.
- 3.) **Street Pole Banners** – banners include 'Thank You for Your Patience' and 'Open for Business' messaging for the eastern portion of North Santa Monica

Meeting Date: December 20, 2016

Boulevard and will remain up until construction of the eastern segment begins (approximately October 2017).

In addition, City staff is working with the Beverly Hills Conference and Visitors Bureau and Beverly Hills Chamber of Commerce to design banners for South Santa Monica Boulevard with 'Stay, Shop and Dine Beverly Hills' messaging to encourage visitors to patronize local businesses during construction. These designs will be shared with the City Council before the banners are fabricated.

FISCAL IMPACT

Funding for the North Santa Monica Boulevard Reconstruction Signage is available in the Capital Improvement Budget in CIP No. 0889.

RECOMMENDATION

Unless otherwise directed by the City Council, staff will proceed with the fabrication and installation of the North Santa Monica Boulevard Reconstruction Signage.



George Chavez

Approved By

Attachment 1

Parking Signs/Banners - City of Beverly Hills

DRAFT FOR CONCEPT ONLY NOT FINAL ART

COLORS
IN CMYK
& PANTONE

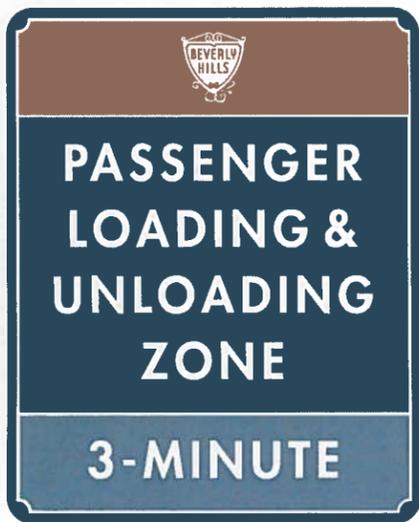
GOLD
HEX #D9EAD3
RGB 213, 235, 213
CMYK 37, 45, 64, 0
PMS 871

PEACOCK
HEX #003366
RGB 0, 51, 102
CMYK 100, 64, 50, 43
PMS 548

CALM
HEX #46749B
RGB 70, 116, 159
CMYK 24, 47, 33, 7
PMS 5425



POLE SIGNS
SEE MAP FOR LOCATIONS



PLZ



PPL



PPR

BANNERS ON EAST PORTION N. SANTA MONICA
ON NORTH SIDE OF STREET

Street Pole Banners 45" wide by 126" high = 3'9" wide by 10'6" high



Attachment 2

Map of Sign Locations

