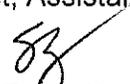




CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: July 7, 2009
To: Honorable Mayor & City Council
From: Steve Zoet, Assistant Director, Community Services/Recreation
and Parks 
Subject: Proposed Frank Fenton Field Signage
Attachments: 1. Pictorial of Proposed Sign

INTRODUCTION

The Recreation and Parks Commission has been discussing options associated with a sign commemorating Frank Fenton's contributions to the creation of the athletic field historically referred to as the K-Field at La Cienega Park. The field, located at the northwest corner of Olympic and La Cienega Boulevards, previously served as an asphalt parking lot in support of what once was the City's adjacent water treatment facility. Mr. Fenton's efforts resulted in conversion of the lot to a natural turf athletic field many years ago and it is the expressed wishes of City Council to recognize Mr. Fenton for this effort by naming the field in his honor.

DISCUSSION

As directed by City Council, the Recreation and Parks Commission addressed proposed options including location, size and materials associated with signage identifying the newly named Frank Fenton Field. The Recreation and Parks Commission affirmed their recommendation at their June 23rd meeting of utilizing the existing on-site monument sign for cost saving purposes and re-lettering it as appears in the attached photo.

The Commission is continuing their review of complementary signage, such as an informational brass plaque that would associate some history of the site and Mr. Fenton's contributions towards its converted use as exists today. Staff is currently assessing some cost estimates associated with that supplemental option and seek Council's direction as to whether they have interest in supporting this additional component.

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FISCAL IMPACT

Staff anticipates that costs will not exceed \$3,500 for the removal of existing lettering, resurfacing and installation of the new proposed lettering. Given the limitation of the surface area with which to work, the vendor has encouraged the sign layout as suggested within the attached. Sufficient funds exist within a park facilities renovation CIP account to cover all anticipated costs associated with the proposed signage.

RECOMMENDATION

Staff and the Recreation and Parks Commission recommend the approval of the proposed sign. Staff's assessments of probable costs associated with the recommendation suggest a not to exceed amount of \$3,500. Staff and the Commission seek direction as to the approval of a supplemental plaque, approximately 18 x 18 inches in size, to provide historical context. If desired, staff and the Recreation and Parks Commission will decide upon the most appropriate location and content of the plaque, working with the Fenton family to assure historical accuracy and acceptance, and will report back to City Council on this matter at a later date as an informational item. Staff feels that a suitable pedestal mounted brass plaque, consistent with those utilized within other park environments, can be constructed and installed for an additional \$4,000. High costs associated with such signage are due to the labor intensive work involved in the casting process and the construction of a suitable mounting surface which is proposed to be an elevated pedestal.

If it is the wishes of City Council, and to assure timely delivery of everything associated with this matter, staff recommends that City Council provides direction to install an additional informational plaque at a cost not to exceed \$4,000 and that the project as a whole will not exceed \$7,500. Such action would be consistent with the intent of the Recreation and Parks Commission which has expressed its intent to consider such additional signage. Sufficient funds exist to absorb this additional expense as well.

City Council is requested to provide direction if no additional signage or further action is desired at this time.

Steve Miller 
 Approved By

