



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: February 19, 2013
To: Honorable Mayor & City Council
From: Steven Zoet, Director of Community Services 
Subject: Proposed Placement of a Streetside City Shield Sign
Attachment: City Map Showing Current and Proposed Placement Options

INTRODUCTION

The first City Council approved gateway monument sign and related landscaping improvements, located adjacent to the intersection of Wilshire and Whittier, is nearing completion. What was originally located at this site, along with five other locations at present, was a city shield sign. This sign was removed and is currently in storage as it was not conducive to remain in place or be incorporated into the architecturally proposed and City Council approved design that has been built on site.

Staff is suggesting that this shield sign be reused and propose that it be considered for placement at any one of many alternative gateway locations that exist throughout the City. Staff will present five locations that have been visited and photo documented for your consideration.

DISCUSSION

Past City Councils have embraced the use of the existing city shield signs at multiple locations throughout the City. In most cases, use of these signs have been in places where limited space exists and are not suited for installation of the larger monument signs now under consideration in select areas. These signs have and continue to serve as a consistent symbol, brand and welcoming "gateway" feature for motorists entering the City at designated locations. Six (6) locations previously or currently have shield signs installed, each of which is a highly trafficked point of entry into the City.

These locations include the following:

- Sunset Boulevard (westbound into the City)
- Sunset Boulevard (eastbound into the City)
- Wilshire Boulevard (westbound into the City)
- Wilshire Boulevard (eastbound into the City)

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- Santa Monica Boulevard (westbound into the City)
- Santa Monica Boulevard (eastbound into the City)

As earlier noted, the city shield sign previously located adjacent to eastbound Wilshire traffic (in proximity to the Union 76 gas station) was removed to accommodate the construction of a replacement monument sign. Since the new signage incorporates the city shield into its design, retention of the old sign in place was redundant and would have contributed to an overall cluttered appearance. As a result it was removed and is now available, with some minor refurbishment, to be installed at a new location.

Locations that were reviewed and field visited for suitability include the following:

- Coldwater Canyon Drive (southbound entering the City)
- Benedict Canyon Drive (southbound entering the City)
- Burton Way (westbound entering the City)
- LaCienega Boulevard (northbound entering the City)
- Olympic Boulevard (eastbound entering the City at LaCienega or Robertson)

A Power Point presentation will be provided to aid Council in correlating these locations and to provide visual points of reference. The attached map, and corresponding index, will help identify the general locations of staff's recommended areas of consideration.

The Recreation and Parks Commission considered these various locations at their January 22, 2013 meeting. The Commission did not identify or come to concurrence on a singular or priority location but expressed general support for westbound Burton Way, northbound LaCienega Boulevard and westbound Olympic Boulevard.

The Recreation and Parks Commission defers consideration of a suitable location to Council and is supportive of any location selected.

FISCAL IMPACT

City staff, through its Public Works Department, has historically installed these signs resulting in a savings to the City unless unique or extenuating circumstances preclude them from doing so. Although it will vary from site to site due to individual circumstances, installation costs, based on historical data, are assumed to be approximately \$3,000 - \$5,000. This cost includes foundation, conduit, electrical wiring and connections.

Gateway enhancements are a funded project (#701) in the CIP budget. At present, approximately \$2.7 million remain in the Fund 06, (Infrastructure) account. These funds will cover remaining costs associated with the Wilshire/Whittier improvements as well as design and construction costs associated with the previously approved Santa Monica/Doheny gateway feature. Staff is also planning on seeking City Council direction later this year for the next desired location to accommodate a monument sign. Based on previous presentations to City Council and direction that was provided at that time, staff anticipates that to be either Wilshire/San Vicente or Olympic Boulevard on the City's westerly border adjacent to the High School. Sufficient funds should remain to engage a design firm to commence preliminary design work on either location. Construction funds have been identified within the CIP budgets should City Council wish to fund their construction in future fiscal years.

Since acquisition and installation costs associated with city shield signs are comparatively inexpensive, staff will assess what possibilities exist within the current

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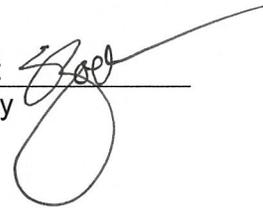
funding source to acquire and install additional shield signs near term if it is City Council's wishes to do so, or will assure that additional funds are included in the 2013/2014 Fiscal Year Capital Improvement Projects budget for this purpose if desired.

RECOMMENDATION

Staff recommends that the city shield sign formerly installed along eastbound Wilshire Boulevard be repurposed and located to a location of City Council's choosing. As previously referenced, the Recreation and Parks Commission did not have a consensus opinion but felt that Burton Way, LaCienega and Olympic Boulevards were more suited and higher priority locations at this time.

Staff asks for direction regarding City Council's desire to acquire additional shield signs for installation at other locations so we can budget and prepare accordingly. Unit costs for additional signs are anticipated to be approximately \$15,000 - \$18,000 depending on quantities ordered. Additionally, installation costs will be in the \$3,000 to \$5,000 range per unit depending on location, proximity to electrical supply and related circumstances.

Steve Zoet
Approved By

A handwritten signature in black ink, appearing to read 'Steve Zoet', is written over a horizontal line. The signature is stylized and includes a large loop at the bottom.

Attachment 1
