



# Staff Report

## City of Manhattan Beach

**TO:** Honorable Mayor Aldinger and Members of the City Council

**THROUGH:** Geoff Dolan, City Manager

**FROM:** Jim Arndt, Director of Public Works  
Juan Price, Maintenance Superintendent  
Carmen Zarate, Senior Management Analyst

**DATE:** December 18, 2007

**SUBJECT:** Review and Approve the Banner Sign Locations for the North Manhattan Beach Business Improvement District (BID)

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**RECOMMENDATION:**

Staff recommends that the City Council review and approve the banner sign locations for the North Business Improvement District (BID) and give direction to move forward.

**FISCAL IMPLICATION:**

There is no budgetary implication for the City associated with the recommendation. Funds to be used will come from assessments accrued by the North Manhattan Beach Business Improvement District.

**BACKGROUND:**

At the November 20, 2007 meeting, Council approved as the preferred name of how the community will refer to the area. In addition, Council approved the North Manhattan Beach surfing theme as the design concept for the pole banners. Staff was given direction to move forward with the improvements by mapping candidate banner sign locations and returning to City Council for review and approval.

**DISCUSSION:**

Staff met with the North Manhattan Beach BID signage subcommittee twice to discuss 20 possible sign placement locations. Staff also solicited comment from the Manhattan Beach Chamber of Commerce to ensure there were not any conflicts with seasonal decorations and with the City Traffic Engineer for technical review. The criteria used to select the locations included:

- Vehicle clearance height, using 13' 6" from the road surface as a minimum height
- Minimization of potential view obstructions
- "Right sizing" the number of signs to provide clear identity without becoming offensive
- Utilizing existing traffic control signal poles when available
- Clustering the signs in the heaviest commercial portions of the district

- Taking existing street trees into consideration as sight obstructions when spacing

The spacing of the signs south of Rosecrans takes into consideration the existing trees and subsequent sight obstruction and the higher density of commercial properties. Though the signs are double faced, in many instances only the northern or southern exposure will be fully revealed. To further reduce any visual overload south of Rosecrans, the signs alternate on both sides of Highland Ave. Though staggering the sign installation is desirable, the only opportunities north of Rosecrans to place signs on the west side of Highland Ave. was at the Traffic signal pole locations

While canvassing the BID for candidate sights, it seemed appropriate to utilize the traffic signals at 45th Street and Highland Ave. poles as introductory or gateway signs. While technically outside the official BID area, the sign placement subcommittee is requesting permission to use this location if the City Council deems it appropriate. City staff is currently soliciting quotations for the manufacture and installation of the signs, with proposals due December 21, 2007. If the candidate sights are approved, staff envisions having signs installed in late January or early February 2008.

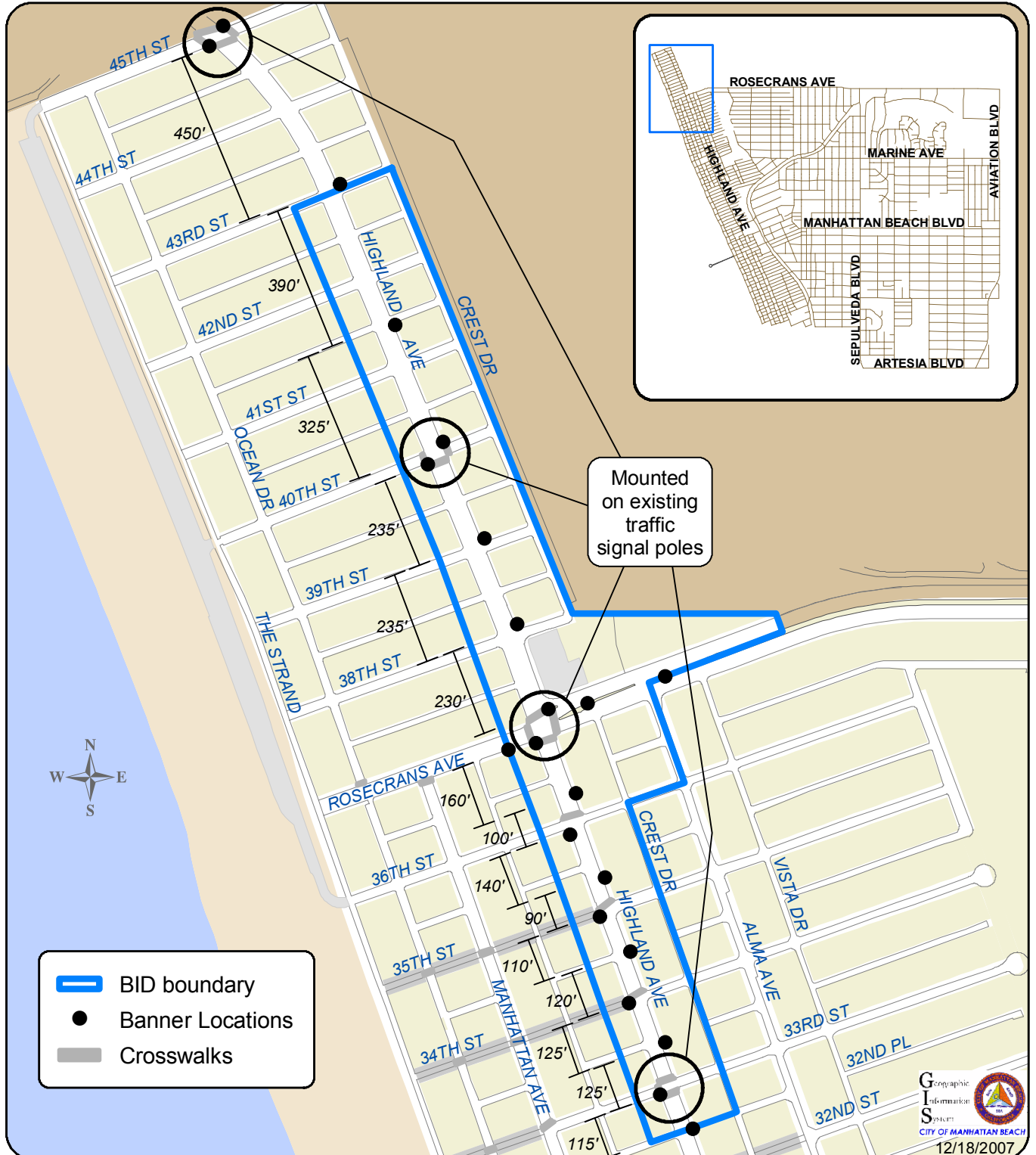
The BID subcommittee has agreed upon 22 sign locations as mapped in Attachment A, and as concurred by the Traffic Engineer. The pole banners are made of long-lasting aluminum material depicting the North Manhattan Beach surfing theme (Attachment B). Minor changes can be effected in the field by staff.

Attachments: A. GIS Map  
B. North Manhattan Beach surfing theme

xc: North Manhattan Beach Business Improvement District

# North Manhattan Beach Business Improvement District

~ Proposed Banner Locations ~

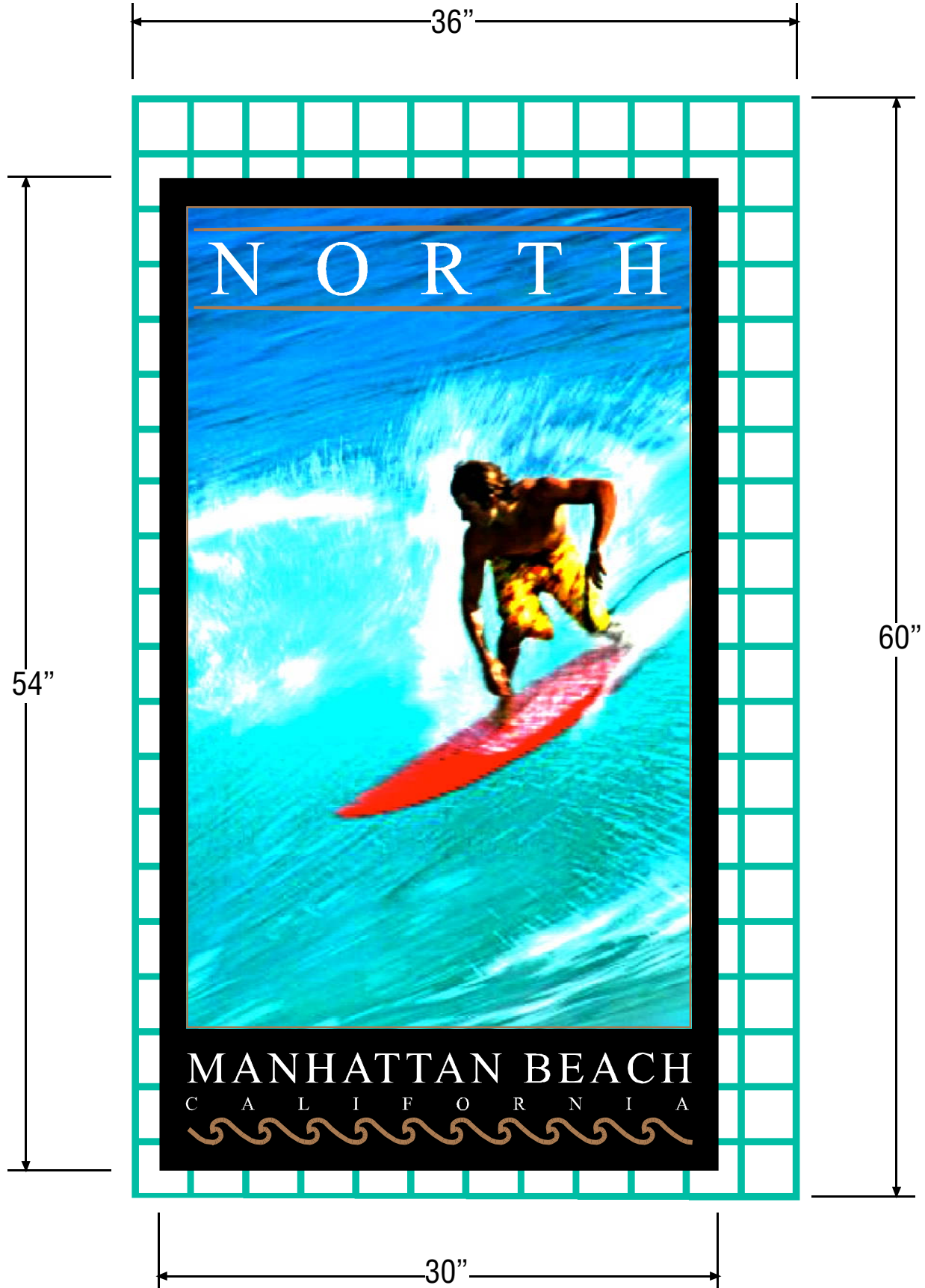


- ▬ BID boundary
- Banner Locations
- ▬ Crosswalks



0 250 500 1,000 Feet

DATE: 7/31/06



N O R T H

MANHATTAN BEACH  
C A L I F O R N I A

