



Agenda Item #: \_\_\_\_\_

# Staff Report

## City of Manhattan Beach

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

**THROUGH:** Geoff Dolan, City Manager

**FROM:** Melissa Enriquez Roy, Chairperson  
North Manhattan Beach Business Improvement District Advisory Board  
Jim Arndt, Public Works Director  
Steve Finton, City Engineer

**DATE:** July 21, 2009

**SUBJECT:** Approval of Proposed Improvement Plan Related to Improvements in the Public Right-of-Way in the North Manhattan Beach Business Improvement District (\$270,000)

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### **RECOMMENDATION:**

1. The North Manhattan Beach Business Improvement District Advisory Board (Board) recommends that the City Council approve a recommended improvement plan consisting of the following improvements in the Highland Avenue public right-of-way:
  - a. 40 additional trees,
  - b. Patterned crosswalks at 4 locations,
  - c. Curb extensions at 6 locations.
2. Staff recommends that the City Council consider options related to the installation of crosswalk pavement markings and provide direction to install either standard ladder-style crosswalks or decorative patterned crosswalk treatments (street print) under the Highland Avenue Overlay Project (15<sup>th</sup> Street to 54<sup>th</sup> Street).

### **NORTH MANHATTAN BEACH BUSINESS IMPROVEMENT DISTRICT**

#### **FISCAL IMPLICATION:**

The North Manhattan Beach Business Improvement District (NMB-BID) is funded through an 80% surcharge on business license fees to a maximum of \$500 per year. Annual collections amount to between \$20,000 and \$25,000 per year. There is presently approximately a \$550,000 balance of funds collected through the NMB-BID including \$355,106 remaining from a capital project for beautification originally budgeted in FY 2006-2007. Those funds have been carried forward into FY 2009-2010.

The estimated cost for the proposed work is \$350,000 and sufficient NMB-BID funding is available to fund the proposed expenses. Any expenditure of these funds must comply with the City's procurement procedures and public bidding requirements of state law.

**BACKGROUND:**

From 1969 to 2004 a North End Business Improvement District (BID) existed for commercial properties located along the northern portion of Highland Avenue and a few businesses located along Rosecrans Avenue just east of Highland Avenue. This BID, formed under the Parking and Business Improvement District Law of 1965, was fairly limited in scope and was mainly used to address parking acquisition and construction.

In December, 2004, Council approved revamping the North End BID because it was apparent that opportunities for increased parking in this section of the community were limited. Additionally, the business owners in this area were interested in using the accumulated funds (now totaling approximately \$550,000) for business promotional purposes, and to create an identity for the North End. As a result, the old BID was converted from the 1965 law to the 1989 BID law, which permits funds to be used for broad purposes such as marketing, promotions, capital improvements and special events to name a few.

More recently, in November 2007, the City Council approved renaming of the old "North End" area, "North Manhattan Beach." The revised name will be used for new branding and identity purposes among the businesses. As a result of this change, the Business Improvement District was also renamed the "North Manhattan Beach Business Improvement District" (NMB-BID). The NMB-BID encompasses the area along Highland Avenue from 32<sup>nd</sup> Place to 45<sup>th</sup> Street and the commercial areas on Rosecrans Avenue immediately east of Highland Avenue (See NMB-BID Map Attachment A). The Parking and Business Improvement Area Law of 1989 requires that the district and the associated assessments be renewed annually. Therefore, at its meeting of February 3, 2009, the City Council renewed the NMB-BID and ratified following nominees to serve on the NMB-BID Advisory Board (Board).

- Melissa Enriquez Roy (Chairperson) – Sur La Mer
- Alison Volk – Volk Clothing
- Todd Mannix – Krise's
- Ab Lawrence – Pancho's Restaurant
- Bruce Greenberg – resident
- Mike Quagletti – Upper Manhattan Lounge
- Clayton Parmalee – Sharkeez

Another role of the Board is to develop, review and approve the operating plan for NMB-BID. The plan contains all information related to revenues, expenses, programs and projects to be funded by the NMB-BID. The work plan currently includes crosswalks, landscaping, streetscaping and signage. The work plan identifies these items in only a general way. In recent months, the Board has been working to develop a detailed improvement plan.

**DISCUSSION:**

The NMB-BID Advisory Board (Board) met six times since February 2009 to consider and develop an improvement plan to submit for City Council consideration. On July 1, 2009, the Board approved recommending to City Council that the following improvement plan be approved and implemented:

1. Planting of 40 additional trees,
2. Installation of patterned crosswalks at 4 locations,
3. Construction of curb extensions at 6 locations.

**Trees**

Due to the narrow sidewalk widths, there are few trees in the NMB-BID. Presently, only 30 street trees exist in the District primarily south of Rosecrans Avenue. The Board’s goal is to plant trees wherever possible to provide more shade and to improve the aesthetics of the area. Two primary tree options were considered as follows:

Option 1- Remove 16 non-palm trees and plant 56 new queen palm trees.

Option 2 - Leave all existing trees and plant 40 new New Zealand Christmas Trees.

The Board recommends option 2, installation of 40 new New Zealand Christmas Trees (See Attachment B). The City’s arborist was consulted and indicates that New Zealand Christmas Trees are well suited to the NMB—BID environment. The New Zealand Christmas tree (*Metrosideros excelsus*) is a small evergreen with a dense crown and red bottle brush type flowers.

**Estimated Installation Cost: 40 trees at \$1140 = \$45,160**

**Street Print Crosswalks**

In an effort to enhance the visibility and aesthetics of crosswalks in the NMB-BID, the Board recommends that patterned colored crosswalk treatments (street print) be installed at four intersections in the NMB-BID as follows and as shown in Attachment C:

1. Highland Avenue at Rosecrans Avenue, all sides (existing painted crosswalk)
2. Highland Avenue at 36<sup>th</sup> Street, north side (existing painted crosswalk)
3. Highland Avenue at 35<sup>th</sup> Street, north side (existing painted crosswalk)
4. Highland Avenue at 34<sup>th</sup> Street, north side (existing painted crosswalk)

Street print crosswalks (Street Print) are created by heating existing asphalt pavement and embossing a pattern into the surface followed by application of an epoxy surface finish. This method of providing a more attractive and visible crossing has become increasingly popular due to the lower cost and ease of installation. Costs for Street Print range from \$9 to \$15 per square foot. Alternatives to Street Print include stamped concrete or pavers which range in price from \$20 to \$30 per square foot and are far more disruptive to install. The Street Print recommended for the NMB-BID would cost \$9 per square to install and would require reapplication of the epoxy finish at the expense of the NMB-BID every five years at a cost of \$1 per square foot.

**Estimated Installation Cost: \$5,475 square feet at \$9 per = \$49,275**

The City is considering installation of street print crosswalks at other existing crosswalks on Highland Avenue north of 15<sup>th</sup> Street under the Highland Avenue Overlay project. It is understood that the style and color of street print selected for use in the NMB-BID will be considered by the City for use on other crosswalks on Highland Avenue. It is also understood that the NMB-BID will not bear the cost of street print installation in the NMB-BID if the City chooses to install street print crosswalks under the Highland Avenue Overlay project.

### **Curb Extensions**

Presently the NMB-BID suffers from lack of landscaping opportunities. Sidewalks are narrow and cannot accommodate landscaping. A method of providing additional landscaping space is construction of curb extensions into the roadway that would contain small areas to plant trees and shrubs. Curb extensions are constructed so they extend into the street no farther than a parked car and therefore have no impact on through traffic. Curb extensions also enhance pedestrian safety by shortening the distance pedestrian must walk to cross the street. Curb extensions were used successfully in the downtown area and examples can be found in commercial districts in downtown El Segundo and downtown Torrance.

The Board and City staff considered criteria such as vehicle turning radius, emergency vehicle access and parking preservation when evaluating potential locations for curb extensions. The locations indicated below were deemed suitable and are recommended for curb extensions (see Attachment D): No parking spaces would be eliminated by the proposed curb extensions.

1. Highland Avenue at 45<sup>th</sup> Street (west side)
2. Highland Avenue at 44<sup>th</sup> Street (west side)
3. Highland Avenue at 43<sup>rd</sup> Street (west side)
4. Highland Avenue at 42<sup>nd</sup> Street (west side)
5. Highland Avenue at 39<sup>th</sup> Street (west side)
6. Highland Avenue at 34<sup>th</sup> Street (east side)

It must be noted that construction of curb extensions would reduce acceleration of deceleration space available for vehicle ingress and egress from side streets. Additionally, parking maneuvers into spaces adjacent to the proposed curb extensions would require the typical parallel parking maneuver where they are more easily accessed currently.

**Construction Cost: \$25,000 per location = \$150,000**

**Summary of Costs**

<b>Improvement Plan Element</b>	<b>Estimated Costs to NMB-BID with Crosswalks</b>	<b>Estimated Costs to NMB-BID if Highland Overlay project pays for Crosswalks</b>
Trees (40)	\$45,160	\$45,160
Street Print Crosswalks (5,475 SF)*	\$49,275	0
Curb Extensions (6ea)	\$150,000	\$150,000
Contingency (approx. 10%)	\$25,565	\$19,840
<b>Total</b>	<b>\$270,000</b>	<b>\$215,000</b>

\*If the City installs street print crosswalks under the Highland Avenue Overlay project, this cost would not be borne by the NMB-BID.

**Additional Improvements to be Considered in Future**

The Board is considering further improvements such as an additional street print crosswalk at 38<sup>th</sup> Street and In-Roadway Warning Lights at 35<sup>th</sup> and 38<sup>th</sup> Streets. Traffic impacts of these improvements are being assessed and the NMB-BID Advisory Board will submit these elements for City Council consideration in the future.

**Maintenance:**

Items constructed or installed by the NMB-BID will be maintained in perpetuity by the NMB-BID. It is estimated the annual collections from the district will be sufficient to fund anticipated maintenance.

**HIGHLAND AVENUE OVERLAY PROJECT**

**FISCAL IMPLICATION:**

The Highland Avenue Overlay project (15<sup>th</sup> Street to 54<sup>th</sup> Street) (see map Attachment E) was included in the fiscal year 2006-2007 and 2009-2010 Capital Improvement Programs. Funding in the amount of \$1,072,201 has been appropriated to the project from Federal STP-L funds(\$154,000), Proposition C funds (\$460,000) and funds provided through a fund exchange with the Metropolitan Transportation Authority (MTA)(\$458,201). The additional costs to upgrade from ladder-style crosswalks to decorative patterned crosswalks is estimated to cost from \$85,000 to \$145,000 depending on the style of patterned crosswalk selected. It is estimated that current appropriations are sufficient to cover the upgrade cost.

**BACKGROUND:**

The Highland Avenue Overlay project (15<sup>th</sup> Street to 54<sup>th</sup> Street) was originally included in the fiscal year 2006-2007 Capital Improvement Program and has been delayed pending completion of several storm drains and adjacent utility underground districts. The original scope of the project included pavement milling and overlay, concrete improvements tree replacement and placement of traffic striping including standard painted ladder crosswalks. The County of Los Angeles is currently completing the design of the project and construction is scheduled to start in February 2010.

**DISCUSSION:**

The current project scope includes the installation of standard white ladder-style crosswalks at the 23 existing crosswalks with the project limits. It is estimated however, that current funding may be sufficient to upgrade to decorative patterned crosswalks (street print) (see Attachment F) to enhance the aesthetics of the area. Bids would need to be very competitive to permit this. To provide bidding flexibility, staff would include tree removal and planting as an alternate bid item to permit incremental deletion from the contract at the time of contract award.

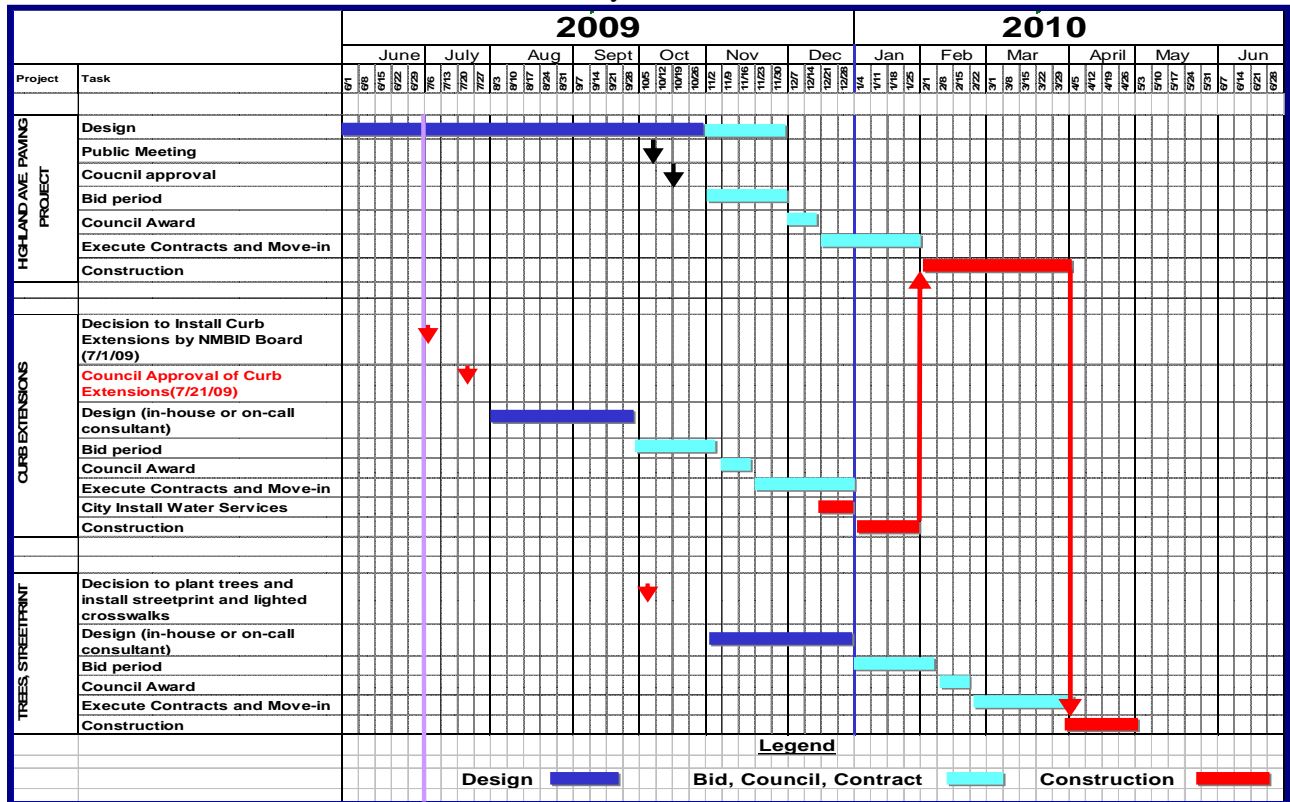
Street print crosswalks are created by heating existing asphalt pavement and embossing a pattern into the surface followed by application of an epoxy or thermoplastic surface finish. This method of providing a more attractive and visible crossing has become increasingly popular due to the lower cost and ease of installation. Street print ranges in price from \$9 to \$15 per square foot and is a less expensive alternative to stamped concrete or pavers which range in price from \$20 to \$30 per square foot and are far more disruptive to install.

Maintenance of street print varies with the type selected. The epoxy version of street print would require repainting on a five-year cycle at \$1 per square. The thermoplastic style would last the life of the pavement.

Discussion of this project is required at this time to determine if street print crosswalks recommended for installation in the North Manhattan Beach Business Improvement District (NMB-BID) would be funded by the NMB-BID or through the Highland Avenue Overlay project. It is recommended that City Council select either the standard ladder-type crosswalk or the decorative street print for installation under the Highland Avenue Overlay project.

**SCHEDULE of NMB-BID IMPROVEMENT PLAN and HIGHLAND AVENUE OVERLAY PROJECT:**

The City will resurface Highland Avenue from 15<sup>th</sup> Street to 45<sup>th</sup> Street starting in February 2010. The curb extension element of the recommended improvement plan must be completed prior to the City’s resurfacing project to avoid damaging the new asphalt pavement. All other elements of the plan can be installed after the City’s resurfacing project. City staff has indicated that the decision to proceed with the curb extensions must be made now to allow enough time to design, bid, contract and construct the curb extensions to meet the City’s schedule indicated below.



- Attachments: A) Map of NMB-BID  
 B) Tree Exhibit  
 C) Street Print Exhibit  
 D) Curb Extension Exhibit  
 E) Highland Avenue Overlay project map  
 F) Ladder-Style vs. Street Print Exhibit

- xc: Robert V. Wadden, Jr., City Attorney  
 Bruce Moe, Director of Finance  
 Richard Thompson, Director of Community Development  
 Henry Mitzner, Controller  
 Juan Price, Maintenance Superintendent  
 Michael A. Guerrero, Principal Engineer  
 Edward T. Kao, Senior Civil Engineer  
 Eric Zandvliet, Traffic Engineer



# Attachment A

## North Manhattan Beach - Business Improvement District Map





## Attachment B

**Trees - New Zealand Christmas Tree**  
leave all existing trees, add new trees where possible

11 new trees  
@\$1140 = \$12,100

23 new trees  
@\$1140 = \$26,220

6 new trees  
@\$1140 = \$6840

**Total Tree Cost (40 trees) = \$45,160**



# Attachment C

## Street Print



38th St.



Rosecrans Av.

36th St.



Highland Av.

35th St.



34th St.

Total Street Print Cost  
5,475 SF @\$9/SF = **\$49,275**



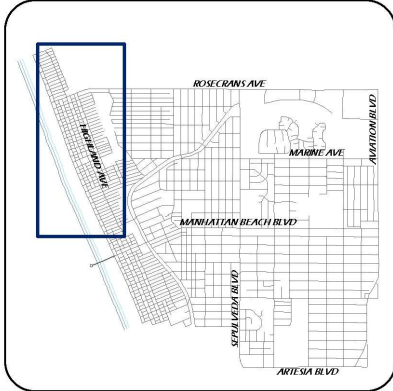
Attachment D

# Curb Extensions

6 Curb Extensions  
Estimated Cost \$150,000



# Attachment E



City of Manhattan Beach

## Highland Ave Street Overlay Project



# Attachment F

## Crosswalk Options



Ladder Style Crosswalk.  
Yellow in school zones  
White in other locations



Decorative patterned crosswalk  
examples (street print).