

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



# Staff Report

## City of Manhattan Beach

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

**THROUGH:** David N. Carmany, City Manager

**FROM:** Bruce Moe, Finance Director  
 Jim Arndt, Public Works Director  
 Steve Finton, City Engineer  
 Steve S. Charelian, Revenue Services Manager

**DATE:** November 15, 2011

**SUBJECT:** Consideration of Approval of Purchase and Placement of Three Business Directory Signs in the North Manhattan Beach Business Improvement District.

### RECOMMENDATION:

Staff recommends that the City Council approve the installation of three custom double sided business directory signs at the following locations in the North Manhattan Beach Business Improvement District:

1. 35<sup>th</sup> Street and Highland Ave (West side adjacent to Four Daughters Restaurant)
2. Highland Ave and Rosecrans Ave (North East corner adjacent to the Parking Structure)
3. Highland Ave and Rosecrans Ave (South West corner adjacent to Pancho's Restaurant)

### FISCAL IMPLICATION:

The bid estimate for manufacturing and delivering the three custom double sided business directory signs is less than \$16,000. The North Manhattan Beach Business Improvement District (NMB-BID) currently has a fund balance of \$517,000 of which \$213,000 is already committed (appropriated) for the North Manhattan Beach capital improvement projects (landscape and sidewalk improvements, etc.). As a result, no further appropriation is necessary. The district's funds are generated by assessments on the businesses and are collected as part of the annual business license.

### DISCUSSION:

At its August 3, 2011 board meeting, the North Manhattan Beach Business Improvement District Advisory Board approved a recommendation to the City Council to authorize the purchase and installation of three custom double sided business directory signs. The Advisory Board solicited several different designs ultimately deciding on an upright double sided design (see attachment 1). Currently, the North Manhattan Beach Business Improvement District does not have directory signs. These signs will enhance visibility to North Manhattan Beach businesses, as well as, provide business related information to residents and visitors.

The upright double sided directory signs are 6 ½ feet tall by 3 feet across. The 1 inch deep anodized aluminum angle frame will have coastal environmental coating for rust protection. The signs will include a 23 ½ by 17 ½ clear Plexiglas area to showcase the printed directory maps. The directory maps with specific City of Manhattan Beach business licensing categories will be provided by the City's Public Works GIS division. Public Works has reviewed and approved the locations for accessibility compliance (e.g., clearance, ADA, etc.).

The cost associated with the North Manhattan Beach directory signs will be funded by the business improvement district balance which is derived from NMB-BID assessments paid by the business owners. There will be some additional cost to the NMB-BID for installation of the directories. Any additional continued maintenance cost would be absorbed by the NMB-BID.

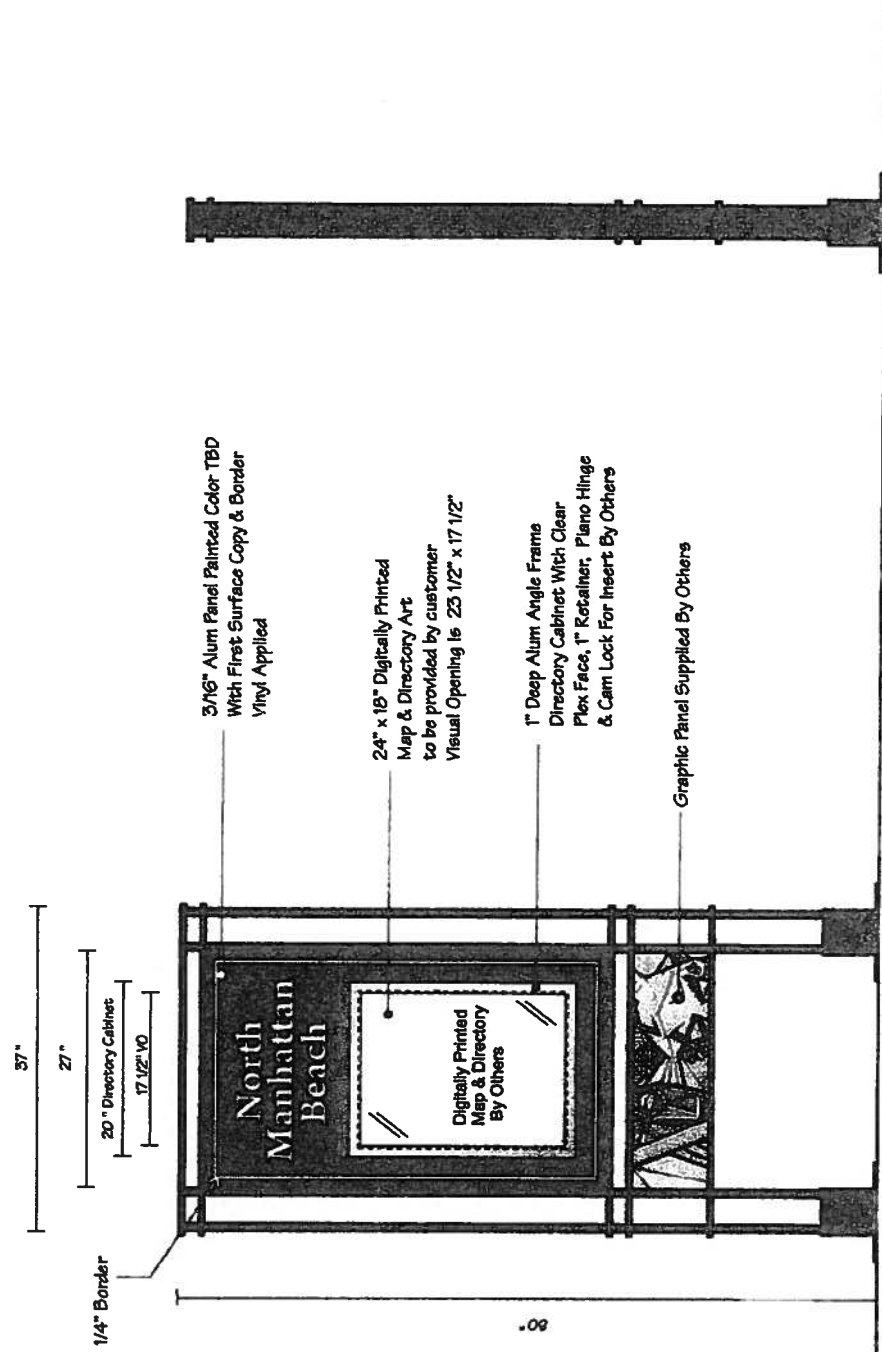
If approved, informal bids (since the cost is less than \$20,000) will be solicited and awarded administratively. The manufacturing of the signs will take approximately eight weeks including delivery.

Attachment: North Manhattan Beach Directory Sign Design and Layout

**SignArt**  
 6225 Old Concord Road  
 Charlotte, NC 28213  
 704.597.9801  
 704.597.9808 fax  
 800.928.3521

410 NUMBER: 00000  
 WORK ORDER NUMBER: 00000  
 CLIENT: North Manhattan Beach  
 LOCATION: Manhattan Beach, CA  
 SALES PERSON: FP  
 REVISIONS:  
 NO. BY DATE  
 1  
 2  
 3  
 4  
 5  
 6  
 DESIGNER: HC  
 ISSUE DATE: 07/20/11  
 FILE NAME: 2011Manhattan Beach  
 IMAGE: 1 of 2

APPROVED FOR PRODUCTION  
 Date: \_\_\_\_\_  
 As Drawn: \_\_\_\_\_  
 Client: \_\_\_\_\_  
 Sales Rep: \_\_\_\_\_  
 Project Mgr: \_\_\_\_\_

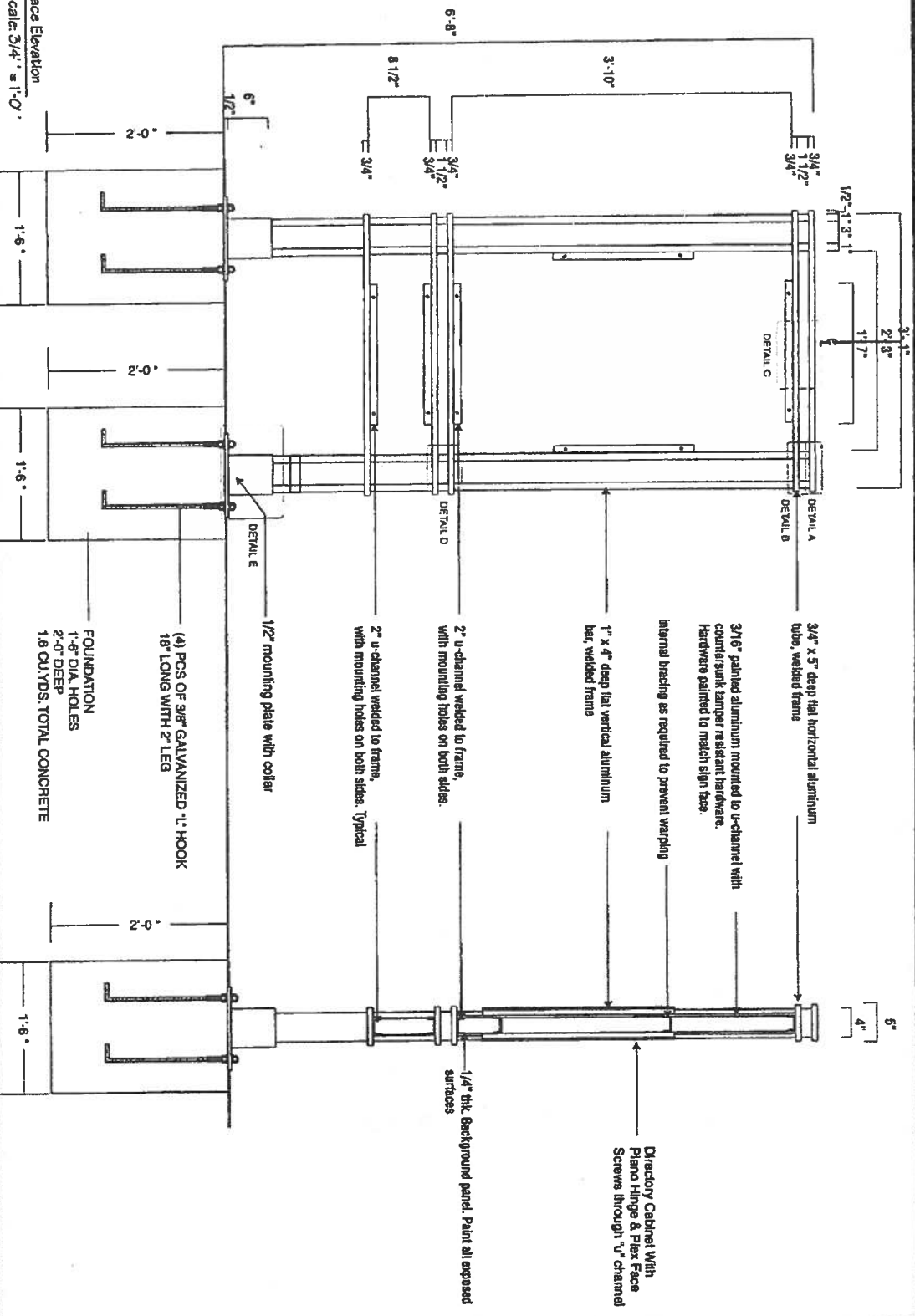


Qty: 1 D/F

  
 Face Elevation  
 Scale: 3/4" = 1'-0"

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Face Elevation  
Scale: 3/4" = 1'-0"



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6225 Old Concord Road Charlotte, NC, 28213 704.597.9801 704.597.9808 fax 800.929.3821	
<b>ORDER NUMBER</b> 00000	<b>ORDER NUMBER</b> 00000
<b>CLIENT</b> North Manhattan Beach	<b>LOCATION</b> Manhattan Beach, CA
<b>DESIGNER</b> HC	<b>DATE</b> 07/20/11
<b>PROJECT</b> 2011/Manhattan Beach	<b>PAGE</b> 2 of 2

APPROVED FOR PRODUCTION

Date \_\_\_\_\_ As Drawn \_\_\_\_\_ As Noted \_\_\_\_\_

Client \_\_\_\_\_

Sales Rep \_\_\_\_\_

Project Mgr \_\_\_\_\_