



# 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:** April 17, 2012

**SUBJECT:** Select Design, Approve Plans and Specifications, and Authorize Purchase of Entryway Monument on Rosecrans Avenue to be Funded with North Manhattan Beach Business Improvement District Funds

### RECOMMENDATION:

Staff recommends that the City Council: a) select a monument design, b) approve the plans and specifications, and c) approve the purchase and installation of an entryway monument on Rosecrans Avenue to be funded with North Manhattan Beach Business Improvement District (NMB-BID) Funds.

### FISCAL IMPLICATION:

The bid estimate for manufacturing and delivering the entryway monument is less than \$5,000 (not including installation by Public Works). The North Manhattan Beach Business Improvement District (NMB-BID) currently has a fund balance of \$517,000 of which \$192,000 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 (approximate annual revenue \$23,000) on the businesses and are collected as part of the annual business license tax.

### DISCUSSION:

At its March 7, 2012 meeting, the North Manhattan Beach Business Improvement District Advisory Board approved a recommendation to the City Council to authorize the purchase and installation of an entryway monument on Rosecrans Avenue (see attachment 1). The Advisory Board reviewed several different designs and themes ultimately deciding on two designs with various logo options (see attachment 2). Currently, the NMB-BID does not have an entryway monument. This monument will enhance area visibility and provide branding to the area. The proposed entryway monument on Rosecrans Avenue will be similar (comparable size and material) with the installed entryway monument on Ardmore Avenue and Boundary Place (Veterans Parkway South).

The monument will not exceed 60 inches in height, 84 inches in width and 26 inches in depth (see attachment 3). The monument will be constructed of expanded poly-styrene (EPS) which is comparable to a very strong Styrofoam. The EPS will have a sprayed-on plastic coating. The colors of the sign are earth tones with a branding logo affixed on the corner (see attachment 2). Public Works and the Traffic Engineer have reviewed the proposed location and have determined that, after sign installation, vehicle sight distances will remain in compliance with the State Highway Design standards.

The cost associated with the North Manhattan Beach entryway monument 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 monument. Any additional continued maintenance cost would be absorbed by the NMB-BID.

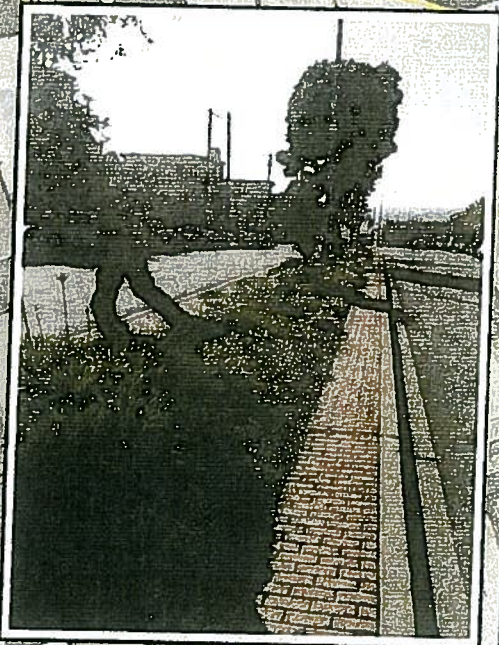
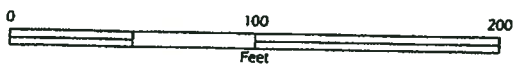
If approved, informal bids (since the cost is less than \$20,000) will be solicited and awarded administratively. The manufacturing of the signs will take approximately eight weeks including delivery.

Staff recommends that the City Council select a monument design and approve the installation of the entryway monument on Rosecrans Avenue.

Attachments:

1. Aerial and street level map of proposed entryway monument location on Rosecrans Ave.
2. Sample entryway monument designs for consideration
3. Conceptual layout of entryway monument

# City of Manhattan Beach Rosecrans Ave Proposed Monument Sign

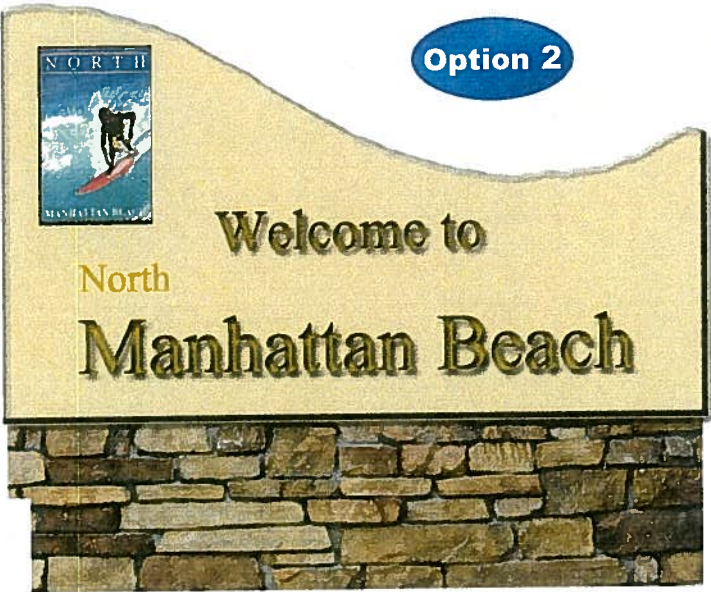


Feb 7, 2012

Option 1



Option 2

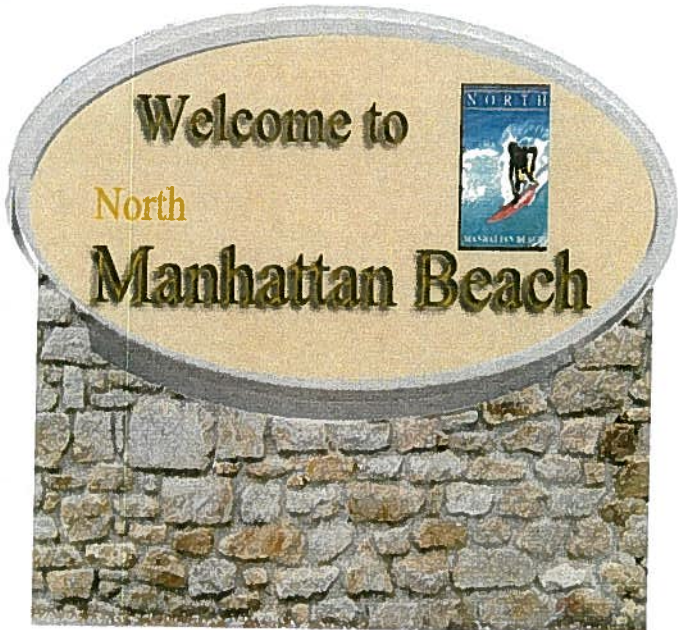


Option 3





Option 4



Option 5



Option 6

82.00"

60.00"

InnovativeFoam.com

18.00"