

MEETING DATE: March 10, 2008

AGENDA ITEM: Discussion and Approval of the Way-finding Directional Signage Program within Culver City Park and Updated Park Regulations Signage throughout the Culver City Park System.

ATTACHMENTS

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1. December 4, 2007 Parks and Recreation Commission Agenda Item A-3.	1-4
2. Excerpt of the Parks and Recreation Commission Minutes of December 4, 2007.	5
3. Example of way-finding directional signage.	6
4. Example of regulatory signage	7

City of Culver City, California
Parks and Recreation Commission Agenda Item Report

Attachment 1

Meeting Date: <u>12/04/07</u>		Item Number: <u>A-3</u>	
AGENDA ITEM: Discussion and Consideration of Recommendations to City Council Regarding Placement of Directional Signage within Culver City Park and the Park Rule Signs at Various City Parks.			
Contact Person/Dept.: Bill La Pointe, PRCS Director		Phone Number: (310) 253-6655	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☒ No ☐	
Public Hearing: ☐		Action Item: ☒	Attachments: ☒
Public Notification: PRCS Master Notification List (11/28/07).			
Department Approval: Bill La Pointe, PRCS Director (11/28/07).		City Attorney Approval: N/A	
Fiscal Impact Approval: N/A		City Manager Approval: N/A	

RECOMMENDATION:

Staff recommends the Parks and Recreation Commission: (1) recommend the City Council approve the development, purchase and installation of directional signage within Culver City Park at a total cost not to exceed \$450; (2) recommend the City Council approve funding for the development, purchase and installation of 48 park rule signs to be placed in various parks at a total cost not to exceed \$4,500; and (3) recommend the City Council approve funding for the development, purchase and installation of 14 complete park rule signs to be placed in various locations in the parks at a cost not to exceed \$1,400.

BACKGROUND:

At the September 6, 2007 Parks and Recreation Commission meeting, agenda item A-2, *Discussion and Recommendation to City Council of a Street Name for the Road Adjacent to the Boneyard (the Dog Park) in Culver City Park* was brought before the Commission by Culver City Public Works staff. The Commission took action to recommend three (3) names for the above-mentioned road, and also, through a friendly amendment, recommended that the City Council consider installing directional signage in addition to the new street signs that will be added once the road is named. This friendly amendment was added as a result of a brief discussion by the Commission regarding the lack of adequate directional signage in parks within Culver City, generally, and in Culver City Park, specifically. It was then that a consensus was reached by the Commission to agendize this topic for discussion at a future meeting.

At the September 6, 2007 meeting, the Commission noted that Culver City Park includes several amenities, including the Dog Park, the Little League Fields, Bill Botts (Babe Ruth) Field, the Picnic Area, and the Nature Trail, whose presence and location are not made clear to the public through adequate directional signage. It was also noted that the Little League Field sign posted on Jefferson near the entrance of Culver City Park is not consistent with the "way finding" signs that were commissioned by the City's Community Development Department and are placed throughout the City to highlight areas of public interest and/or City facilities. These way finding signs are similar in shape to the smaller signs used by Culver City Bus to denote the various bus stops throughout the City.

At the October 2, 2007 Parks and Recreation Commission meeting, the Commission discussed the need for directional and informational/regulatory signs in all Culver City parks, generally, and Culver City Park, specifically, and directed staff to review the need for such signage.

As noted at earlier Parks and Recreation Commission meetings, Culver City Park is both large and complex. Activity areas are located at various levels within the park, which makes a visual survey of the amenities and activities from a single vantage point impossible for park users. The complex layout of Culver City Park justifies the need for the installation of directional signage. The installation of directional signage will make the park significantly more user-friendly. In addition to directional signage, the posting of certain park rules, both within the confines of Culver City Park and in the park system in general, are important in clarifying appropriate behavior and use of the parks and maximizing the enjoyment of Culver City's parks and recreation facilities.

DISCUSSION:

Directional Signs

Upon review of the unique needs of Culver City Park, staff developed five directional signs. Each sign will also include the hours of operation of the park. A description of the placement of each of the five directional signs is as follows:

- The first sign, to be placed at the main park entrance (Jefferson and Duquesne), would include directional arrows pointing to the Skate Park, playground, The Boneyard (Dog Park) and ball fields.
- The second sign, which would be placed at the "newly named" Leash Lane entrance, would include directional arrows for the playground and the ball fields.

- The third sign, which would be placed on Leash Lane at its intersection with Duquesne Avenue, would provide direction arrows to The Boneyard; playground and ball fields.
- The fourth sign, which would be placed on Duquesne Avenue at the intersection with Leash Lane, would provide directional arrows for The Boneyard, ball fields and Leash Lane exit.
- The fifth sign, to be placed at the Babe Ruth field intersection, would provide directional arrows to the Babe Ruth field, the Little League fields, picnic area Sundial, Nature Trail and overlook parking.

Staff recommends that all park signs be brown in color with white lettering which is consistent with both State and National Park Service standards. The shape of the signs is similar to the Culver City Bus and Redevelopment Agency Way-Finding signs thereby remaining consistent with the "branding" of Culver City through signage.

Park Rule Signs

The parks have numerous ordinances governing their use. The complexity and volume of ordinances makes the posting of **all** relevant ordinances on every sign difficult. Therefore, staff is recommending the posting of two different kind of signs; one kind with only the most widely transgressed ordinances and another kind with all the ordinances noted.

While all the ordinances are enforceable once they are posted for public viewing, it is common practice that signs with the most transgressed ordinances (i.e. no smoking, no drinking, no dogs, etc.) be posted in numerous locations throughout each park while signs noting all the ordinances be fewer in each park but placed at locations where it is expected that large groups of people may congregate (i.e. picnic areas, playgrounds, etc.).

FISCAL ANALYSIS:

Staff has received a quote from the sign company that is currently under contract with the City of Culver City for sign fabrication. The proposed signs would be vinyl based and easily cleaned of most graffiti. The estimated total cost of the directional signs is \$450. Staff is also recommending purchase of 48 partial park rule signs and 14 full park rule signs. Total cost for the 48 partial park rule signs, including installation materials is approximately \$4,500 and the total cost for the 14 full park rule signs, including materials is approximately \$1,400. The combined cost of directional, partial rule and full park rule signs is therefore estimated as \$6,350. The

City of Culver City, California
Parks and Recreation Commission Agenda Item Report

Attachment 1

funds for these purchases are available from CIP Fund Number 41900594 (Various Parks-Replace Fencing). Installation of the signs is estimated at \$100 each. This cost of installation can be absorbed from the existing park maintenance budget.

ATTACHMENTS:

N/A.

MOTION:

Staff recommends that the Parks and Recreation Commission:

1. Recommend to the City Council the approval of the development, purchase and installation of directional signage within Culver City Park at a cost not to exceed \$450;

and

2. Recommend to the City Council the approval of funding for the development, purchase and installation of 48 partial park rule signs to be placed in various parks at a cost not to exceed \$4,500;

and

3. Recommend to the City Council the approval of funding for the development, purchase and installation of 14 complete park rule signs to be placed in various locations in the parks at a cost not to exceed \$1,400.

or

4. Discuss the item and provide further direction to staff.

Attachment 2

EXCERPT OF THE MINUTES OF THE DECEMBER 4, 2007 PARKS AND RECREATION COMMISSION MEETING

REGULAR MEETING OF THE
PARKS AND RECREATION COMMISSION
CITY OF CULVER CITY, CALIFORNIA

December 4, 2007
7:00 p.m.

CHAIR JEFFREY COOPER

Call to Order

The meeting of the Parks and Recreation Commission was called to order by Chair Cooper at 7:05 p.m. in the Council Chambers, City Hall.

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Roll Call

Members Present: Chair Jeffrey Cooper
Vice Chair Anita Shapiro
Commissioner Vicki Daly Redholtz
Commissioner Charles A. Deen
Commissioner Jeanette James (arrived at 7:20 p.m.)

Staff Present: PRCS Director Bill La Pointe
Assistant City Attorney Heather Baker
Deputy City Attorney Roland Miranda
Sr. & Social Services Manager Armando
PRCS Senior Management Analyst Patricia Mooney

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Item A-3.

Discussion and Consideration of Recommendations to City Council Regarding Placement of Directional Signage with Culver City Park and the Park Rule Signs at Various City Parks.

Parks, Recreation and Community Services Director Bill La Pointe gave the staff report.

Discussion ensued and the members of the Commission made suggestions on improvements to the layout, text and placement of the directional signage to be placed within Culver City Park.

MOTION: MOVED BY COMMISSIONER DALY REDHOLTZ, SECONDED BY COMMISSIONER JAMES THAT THE PARKS AND RECREATION COMMISSION:

1. RECOMMEND TO THE CITY COUNCIL THE APPROVAL OF THE DEVELOPMENT, PURCHASE AND INSTALLATION OF DIRECTIONAL SIGNAGE WITHIN CULVER CITY PARK AT A COST NOT TO EXCEED \$600;

AND

2. RECOMMEND TO THE CITY COUNCIL THE APPROVAL OF FUNDING FOR THE DEVELOPMENT, PURCHASE AND INSTALLATION OF 48 PARTIAL PARK RULE SIGNS TO BE PLACED IN VARIOUS PARKS AT A COST NOT TO EXCEED \$4,500;

AND

3. RECOMMEND TO THE CITY COUNCIL THE APPROVAL OF FUNDING FOR THE DEVELOPMENT, PURCHASE AND INSTALLATION OF 14 COMPLETE PARK RULE SIGNS TO BE PLACED IN VARIOUS LOCATIONS IN THE PARKS AT A COST NOT TO EXCEED \$1,400.

Ayes: All The motion passes.

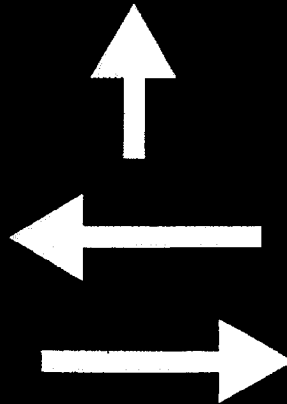
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Culver **CITY PARKS**

Dog Park

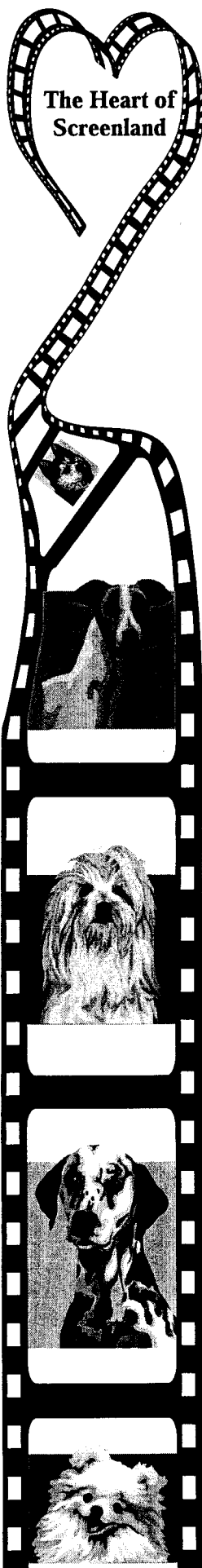
Ball Fields

Leash Lane exit



Hours of Operation - Dawn til Dusk
Except by Permit





Culver **CITY** Attachment 4

BONEYARD REGULATIONS

Each user and their dog(s) enter at their own risk.

The Boneyard is here for the enjoyment of you and your dog(s). In the spirit of peace, tranquility, health and safety for all, please:

-  Ensure your dog is currently licensed, vaccinated and over the age of four (4) months; you will need to provide proof of licensing upon request by any City official.
-  Bring no more than three (3) dogs into the Boneyard at any one time.
-  Use the appropriate area(s) of the Boneyard ("Small/Timid" or "Large").
-  Pick up and properly dispose of your dog's feces both in and around the Boneyard.
-  Remain with your dog(s) at all times. You are solely responsible and liable for any and all injuries and/or damage caused by your dog.
-  Do not bring a dog with a known communicable disease.
-  Do not bring a dog in heat.
-  Do not bring an aggressive dog.
-  Your dog must be restrained by a substantial chain or leash not exceeding six (6) feet in length except while inside the fenced areas of the Boneyard.
-  Remove any pronged, spiked or choke collar from the dog prior to entry.
-  Children twelve (12) years of age and younger are not permitted in the Boneyard unless accompanied and supervised by an adult at all times.
-  Do not bring strollers, carriages, baby carriers, bicycles, skateboards, scooters, children's toys, food, dog toys, dog treats or dog food into the park.
-  No other animals are allowed into the park.
-  No person shall conduct any activity which may be or create an immediate danger to the public's health, safety and welfare. Such activity must cease immediately when asked to do so by a City official.
-  Alcoholic beverages and smoking are not permitted.
-  Do not enter or use the Boneyard when it is closed.
-  You are not allowed to operate or conduct a business within the park, unless permitted by the City.

Please consult the sign board for a more complete legal description of the Rules and Regulations.

Maintenance: 310-253-6470 Police Dispatch: 310-837-1221