

**City of Culver City, California
City Council Agenda Item Report**

Meeting Date: 03/10/08		Item Number: <u>A-4</u>	
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.			
Contact Person/Dept.: Bill La Pointe, Parks, Recreation and Community Services Director		Phone Number: (310) 253-6655	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☒ No ☐	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Public Notification: Master Notification List (03/05/08).			
Department Approval: Bill La Pointe, Parks, Recreation and Community Services Director (02/20/08).		City Attorney Approval: Carol Schwab (by H. Baker) (03/03/08)	
Fiscal Impact Review: Jeff Muir (by M. Noller) (03/04/08)		City Manager Approval: Jerry B. Fulwood (03/05/08)	
<u>RECOMMENDATION:</u> Staff recommends the City Council (1) approve the development, purchase and installation of directional signage within Culver City Park at a cost not to exceed \$600; (2) approve 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) 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. <u>BACKGROUND:</u> At the December 4, 2007 Parks and Recreation Commission meeting, staff reported to the Commission on possible signage solutions to address the need for directional and informational/regulatory signs in all Culver City parks, generally, and Culver City Park, specifically,. The staff report from that meeting, Agenda Item A-3, is provided as Attachment 1. As detailed in the minutes of that meeting, the Commission recommended that the City Council approve the development and funding of a way-finding directional signage program. An excerpt of the minutes of the December 4, 2007 Parks and Recreation Commission meeting relating to this item are provided as Attachment 2. <u>DISCUSSION:</u> <u>Directional Signs</u> Upon review of the unique needs of Culver City Park staff developed, for the Parks and Recreation Commission, five way-finding directional signs. Specific signage as			

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to locations and verbiage was displayed at the Commission meeting. However, staff requests that the City Council consider and approve the signage in concept form as staff thinks it would be prudent to work with the Traffic Engineering Division of the Public Works Department to develop the location and verbiage specifics. In addition, each sign will include the open hours of the parks. A prototype of staff's recommended directional way-finding signs in parks is provided as Attachment 3. These signs would be distinguished from the green bus stop signs by being somewhat larger in size and brown in color.

Park Regulatory Signage

At the December 4, 2007 Commission meeting, staff suggested the idea that signage with a shape and color different than that of the way-finding directional signs might be a better solution so as to not confuse park guests as to which type of sign one might be viewing. Therefore, staff recommends that the regulatory signage be a standard rectangular shape with updated information/regulations and new bordering graphics similar to the ones used at the Boneyard and Skateboard Park. An illustration of the Boneyard Sign is provided as Attachment 4.

As mentioned in Attachment 1, staff recommends the posting of two different types of regulatory signs: one type with only the most widely transgressed ordinances (i.e. no smoking, no dogs, no alcohol, etc.) which would be posted in prominent and numerous locations throughout each park. The other type of sign would list almost all of the relevant ordinances by ordinance number. There would be fewer of these signs in each park, but they would be placed at strategic 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 a sign company that is currently under contract with the City of Culver City. The proposed signs would be vinyl based and easily cleaned of most graffiti. The estimated total cost of the directional signage in Culver City Park is approximately \$600. Staff is also recommending purchase of 48 partial park regulations signs and 14 full park regulations signs, which will be placed in all the parks. Total cost for the 48 partial park regulations signs, including installation and materials is approximately \$4,500 and the total cost for the 14 full park regulations signs, including installation and materials is approximately \$1,400. The total cost of directional, partial regulations and full park regulations signs is therefore estimated at approximately \$6,350. Funds for this signage would be made available from CIP Fund Number 42000899 (Park Facilities Improvements), and there is sufficient funding in the fiscal 2007-08 Capital Improvement Project budget to fund this request.

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ATTACHMENTS:

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

MOTION:

That the City Council:

1. Approve the development, purchase and installation of directional signage within Culver City Park at a cost not to exceed \$600;
2. Approve 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;
3. 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.

or

4. Provide staff with further direction.