

City of Culver City, California
City Council Agenda Item Report

Meeting Date: <u>12/10/07</u>		Item Number: <u>A-7</u>	
AGENDA ITEM: Consideration of the Design and Implementation of an Environmental/Educational Sign Project in Various Parks within Culver City and Consideration and Approval of Funding for the Project.			
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: Master Notification List (12/05/07).			
Department Approval: Bill La Pointe, PRCS Director (11/29/07).		City Attorney Approval: Carol Schwab (by H. Iker) (12/05/07)	
Fiscal Impact Review: Marlee Chang (12/05/07)		City Manager Approval: Jerry B. Fulwood (12/05/07)	
<u>RECOMMENDATION:</u> Staff recommends the City Council consider the design and implementation of an environmental/educational sign project to be located in various parks within Culver City and consider and approve funding for the project. <u>BACKGROUND:</u> At the July 23, 2007 City Council meeting, a consensus was reached to agendize a discussion of the development of an environmental/educational program to be located within the park system. This program would include signage providing information to park users regarding such issues as water conservation, air quality, energy conservation, the value and care of trees, and recycling and composting. <u>DISCUSSION:</u> Educational signs installed in parks within Culver City should be interesting in nature and encourage park users to read and learn about the various issues confronting the environment. Information of the value of trees in the urban setting will hopefully influence the readers of these signs to begin or continue healthful “green” living and projects of their own, as well as better understand the “green” activities in which the City is engaged. Staff has researched existing successful projects that may be similar in scope to that expressed by City Council and might be appropriate for implementation within Culver City parks. Staff performed site visits at various			

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locations in the Los Angeles area where it was thought that similar concept signage might be available for review. The locations viewed by staff included the *Palos Verdes Interpretive Center* and the *Trump Nature Trail in Rancho Palos Verdes*, *South Coast Botanical Garden*, *Palos Verdes Peninsula*, *Hesse Park in Rolling Hills Estates* and *Point Fermin Park* in San Pedro. Unfortunately, none of the sites visited had signage that seemed to lend itself to a project such as this.

It is recommended that the design and artwork be done in-house by City staff via a rearrangement of the staff work plan for 2006-07 or by placing it into the 2008-09 work plan.

Regarding the manufacture of the signs, Miller-Dial was contacted. This firm fabricates high quality and unique specialty signs that appear to meet the criteria envisioned for the project and has a special and licensed process that can embed color pictures and/or wording into metal or high impact resistant plastic. In discussions with Miller-Dial they indicated that they have not done environmental signage work of this type for any similar project in the past. They also indicated that, to their knowledge, this fabrication type would be original for this type of signage. Staff, based on these findings, also believes that this concept would be original for Culver City and unique for the type of project in our local region.

FISCAL ANALYSIS:

Currently no funds are appropriated for this project as Council had requested that this project be looked at conceptually. Staff is in the process of searching for grant funds however, none have been identified to date.

Based on preliminary cost estimates each sign could be developed and constructed as noted below::

- \$300 for fabrication (with customer furnished artwork),
- \$1,000 for artwork (or this could be accomplished "in-house" for the cost of staff time although it is not in the work plan for either 2007-08 or 2008-09),
- \$150 for posts and materials, and,
- \$100 for the installation (or this could be accomplished "in-house" for the cost of staff time although it is not in the work plan for either 2007-08 or 2008-09)..

At this time Staff is proposing a total of five unique signs to be placed in five different parks. The signs, as envisioned, would be transferable between parks allowing for the periodic rotation of the information throughout the park system and community. Council may want to direct staff to develop conceptual signage for the following:

1. Water Conservation
2. Air Quality
3. Energy Conservation
4. The Value and Care of Trees in the Community

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5. Recycling and Composting

Costs for a project of five signs, if approved, could be expected to be as follows:

Description	Amount
Fabrication of signs	\$1,500
Design of signs (contracted)	\$5,000
Poles, concrete and hardware to mount the signs	\$750
Labor to install @ \$100 each (contracted)	\$500
Total cost	\$7,750

Even though funding for a project such as this has not been appropriated for either of fiscal year 2007-08 or 2008-09, City Council might consider approving the expenditure of funds for this Environmental/Educational Sign Project from Park Facilities Fund Account Number 41900594 (Various Parks-Replace Fencing). Sufficient funding is available in this project to cover this request. If Council approves this request, any necessary fencing replacements would be postponed until such time as funds have been appropriated for the fencing installation and repair projects.

ATTACHMENTS:

1. Examples of Possible Informational Material for Signage. The final copy for each sign would be produced via staff research and development.

MOTION:

That City Council:

1. Consider the design and implementation of an Environmental/Educational Sign Project in various parks within Culver City;

and

2. If Council's direction is to direct staff to implement the Environmental/Educational Signage Program, then staff requests direction on whether Council will approve the use of funds from Park Facilities Fund Number 41900594 (Various Parks-Replace Fencing) not to exceed \$7,750;

or

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