

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

Meeting Date: <u>11/07/11</u>		Item Number: <u>J-1</u>	
JOINT CITY COUNCIL/REDEVELOPMENT AGENCY BOARD AGENDA ITEM: Discussion Regarding Dynamic Message Signs for the Downtown Real Time Motorist Information System Project and Direction to the City Manager/Executive Director Related Thereto.			
Contact Person/Dept.: Christopher Evans / CDD; Todd Tipton / CDD		Phone Number: (310) 253-5744 (310) 253-5783	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☐ No ☒	
Public Hearing: ☐		Action Item: ☐ Attachments: ☒	
Commission Action Required: Yes ☐ No ☒		Date: _____	
Public Notification (USPS) All Downtown Businesses within the Commercial Downtown Zone (10/25/11); All properties located within 500' of the proposed sign locations; (E-Mail) Meetings and Agendas – City Council/Agency Board (11/03/11); Chamber of Commerce (10/25/11); Downtown Neighborhood Association (10/25/11); Downtown Business Association (10/25/11), Gateway Neighborhood Association (10/25/11).			
Department Approval: Sol Blumenfeld (10/26/11)		City Attorney Approval: Carol Schwab (by H. Baker) (11/02/11) Murray Kane (11/03/11)	
Chief Financial Officer Approval: Jeff Muir (by N. Kimball) (11/02/11)		City Manager/Executive Director Approval: John Nachbar (11/03/11)	
<u>RECOMMENDATION:</u> Staff recommends the City Council and the Culver City Redevelopment Agency Board (Agency Board) discuss and provide direction regarding which type of Dynamic Message System (DMS) signs should be included in the Real Time Motorist Information System Project (Project) bid specifications. <u>BACKGROUND:</u> On June 13, 2011 the City Council and Agency Board approved a contract with Kimley-Horn for engineering consulting services related to the Real Time Parking Information System Project (Project)¹. Kimley-Horn's services include an analysis of Project needs and development of bid documents for construction of the Project. A Project schedule is attached for reference (see Attachment 1). Kimley-Horn is now working to finalize specifications for parking sign locations and general functionality. Although grant funding requirements must be satisfied in order to obtain reimbursement for Project expenses, the City does have leeway in selection of the signage locations and functionality².			

City of Culver City, California
Agenda Item Report

The Project grant provides funding for the installation of four DMS signs at strategic locations as motorists enter the downtown and Washington/National TOD areas. DMS signs are designed to inform motorists of changing traffic conditions and parking options and are intended to make finding parking more efficient. DMS signs can also be used by the City to provide information such as Amber Alerts and general traffic/event information.

In consultation with City Traffic Engineering staff, Kimley-Horn is proposing that the DMS signs be installed at these locations (see Attachment 2 for location map):

- Culver Boulevard median in front of the Ince Parking Structure (westbound)
- Washington Boulevard at Wesley Avenue (westbound)
- Washington Boulevard at Mentone Avenue (eastbound)
- Culver Boulevard at Jasmine Avenue (eastbound)

Prior to Kimley-Horn completing the sign specifications, staff is returning to the City Council and Agency Board to obtain input and direction regarding the type of DMS signs that should be included in the Project bid specifications. Once Kimley-Horn receives direction regarding DMS sign type and location, they will complete the Project bid specifications and approval to bid the Project will be sought from the City Council / Agency Board and Caltrans.

DISCUSSION:

There are two types of signs for City Council and Agency Board consideration – ground level and pole mounted. The DMS signs anticipated at the time the Project grant was awarded were ground level signs that provided information related to the number of available parking spaces at each parking structure (see Attachment 3 for photo example & specifications). This type of sign could vary in size depending on the information to be displayed and unique design features.

The City Traffic Engineering staff and Consulting Traffic Engineer believe the signs would be more visible and less susceptible to damage/vandalism if they are mounted on poles. If the signs were pole mounted, their size would need to be at least 3-4' X 8'-10' feet in order to display larger characters for improved visibility (see Attachment 3 for pole and DMS sizes and dimensions).

Although pole mounted signs will be more visible and less susceptible to damage/vandalism, the visual impact of pole mounted signs is greater than those placed on the ground. Typically, signs like these are used on larger streets and freeways. In order to address the visual impacts and maintain visibility, staff is recommending that such signs be flush with the pole (see Attachment 4 for

City of Culver City, California
Agenda Item Report

examples of cantilever over the roadway signs and signs mounted flush with the pole).

Parking Guidance Signs (PGS)

It's noted for the City Council's and Agency Board's information that PGS will be located in front of and within the parking structures. They will display parking occupancy only (see Attachment 5 for PGS examples). The signs come in a standard housing with minor variation between suppliers. The aesthetic appearance of the signs could be improved with enhanced finishes and labeling, but would result in additional Project costs.

Next Steps

The final bid documents and Project specifications will require the review and approval of the City Council, Agency Board, Caltrans and the Federal Highway Administration (FHWA). The final sign designs will be presented to the City Council and Agency Board for consideration in January 2012, which will occur prior to FHWA/Caltrans review and approval to bid the Project.

FISCAL ANALYSIS:

The total cost of design and installation of the Real Time System is estimated to be \$1,072,000. The grant requires applicants to provide 20 percent of the total cost, which results in an Agency contribution of \$214,000 ($\$858,000 + \$214,000 = \$1,072,000$). The matching portions have been appropriated from Agency tax exempt bond proceeds (48795200) and \$858,000 in the Grants Capital fund (Fund 423) in the City Council Adopted Budget for Fiscal Year 2011/2012.

Maintenance costs for the Real Time System have been estimated to be \$13,700 annually for all locations. Maintenance costs are not eligible for grant funding reimbursement. Maintenance costs could be paid using either new tax increment or the former Agency funds held by the City for a two year period following construction of the Project if maintenance services are bid with the Project. Therefore, staff will include the maintenance requirement in the bid specifications and other contract documents.

Utility costs (electricity, internet) for the Real Time System have been estimated to be \$4,700 annually for all locations. Utility costs are not eligible for grant funding reimbursement and will be paid for as an operational cost by the Agency.

ATTACHMENTS:

1. Project schedule

City of Culver City, California
Agenda Item Report

2. Proposed DMS & PGS location map
3. DMS Pole and sign plan examples
4. Skyline Products DMS sign photo examples
5. PGS sign examples

MOTION:

That the City Council and Agency Board:

Discuss the type of Dynamic Message System (DMS) signs that should be included in the Real Time Motorist Information System Project (Project) bid specifications and direct the City Manager/Executive Director as deemed appropriate.

NOTES:

1 The Project consists of parking guidance signs that will be installed in the Watseka, Cardiff and Ince Parking Structures and the planned Washington/National Transit Oriented Development (TOD). In addition to parking structure locations, dynamic message signs will be located on Washington and Culver Boulevards. The signs will communicate with the parking structures and provide motorist with real time information as to the availability of parking as they enter downtown and the TOD area.

2 The Project grant requires that parking guidance signage be placed at the entrance of each public parking structure and that four Dynamic Message Signs be placed on arterials leading into the downtown and the proposed Washington/National Transit Oriented Development (TOD).