

### MOORPARK CITY COUNCIL AGENDA REPORT

**TO:** Honorable Mayor and City Council

**FROM:** Barry Hogan, Deputy City Manager *BH*

**DATE:** March 11, 2009 (CC Meeting of 4/17/2009)

**SUBJECT:** Consider City Entry Sign at Tierra Rejada Road/SR-23 and Princeton Avenue/SR-118 and Resolution Amending the Fiscal Year 2008/2009 Budget for Funding the Project

#### DISCUSSION

It is a 0 to 2 year objective of the City Council to develop designs for City entry signs. The City recently hired Outdoor Dimensions to create different design concepts for consideration.

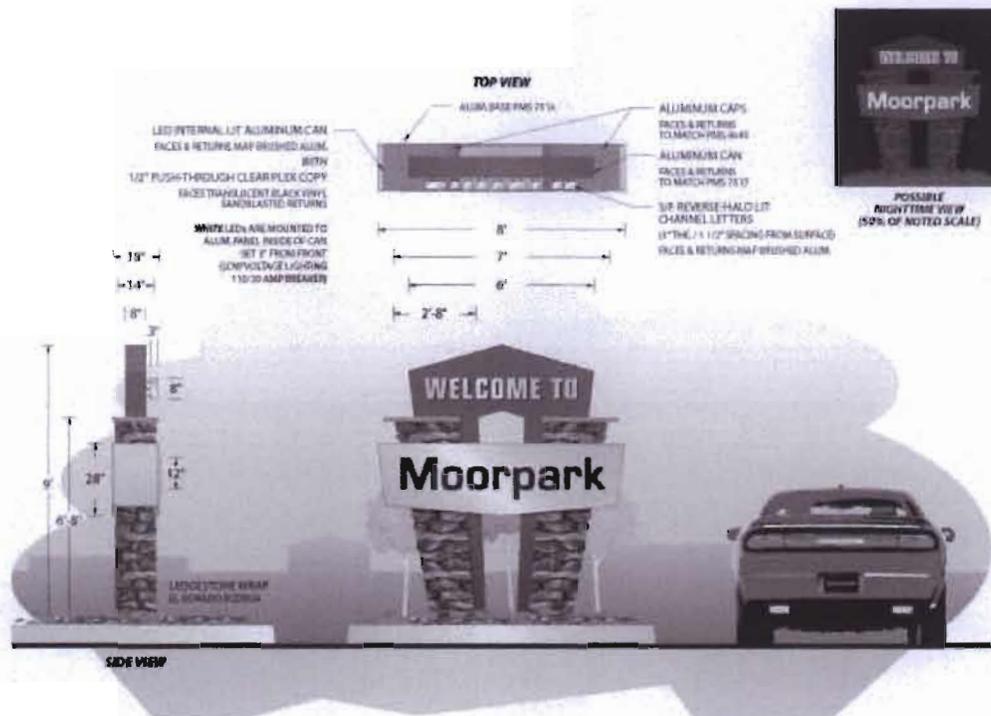
The Concept: There are two concepts that have been developed which staff feels are appropriate for City entry signs. The first concept would be used in the medians and could be used in other locations such as Grimes Canyon Road.



As you can see from the picture above, the sign is proposed to be five feet tall with a one foot simulated stone base. The sign would be eight feet wide and have a depth of sixteen inches. It would be constructed to be a "break-a-way" style sign so it would not create a hazard for errant automobiles if it were struck in the event of an accident. The sign is proposed to be internally illuminated by LED lights. The sign is to be a

sandblasted texture finish in a buff color. The City seal would be cast bronze with raised areas. The sign is proposed to be single-faced, i.e. signage only on one side.

Another concept was developed which is a taller and more modern in design. This sign could be used in street medians and at various locations throughout the City. It could be used in conjunction with the first concept or in lieu of the first concept.



This sign is nine-feet tall, eight feet wide and eighteen-inches deep. It would be internally lighted through LED lights. The letters would be halo-lit channel letters. What this means is that the letters would be set off from the base of the sign and lit from behind washing the back of the signs with light and setting off the lettering. Although the sign shown above shows stacked stone, it could be faced with the same river rock as in the first concept and made to be a "break-a-way" sign. The sign is proposed to be single-faced.

Of the two concepts proposed, the most versatile is concept one. This concept can be used in street medians, on corners, at the side of the street and is low profile enough so as not to be a visual distraction to drivers. The design of concept one is also a more enduring design that should not go out of style. Concept one would be used at Grimes Canyon Road and Walnut Canyon Road. Concept two would be suitable on the Warehouse Discount Center and in the future median at the west end of Los Angeles Avenue.

**Costs and Maintenance:** The cost for fabrication of concept one is \$14,250.00 with installation costs at \$3,250.00 for a total cost of \$17,500.00. It is anticipated that the cost for fabrication and installation of concept two would be similar. The sign would be maintained by the Parks, Recreation and Community Services Department as part of the overall maintenance of the area in which it is located, i.e. a median or landscaped corner, or streetside. Maintenance costs are expected to be nominal.

**Proposed Sign Locations:** City entry signs are proposed to be strategically located throughout the City. Some signs would be located at or near the City's physical boundary while other signs may be located at freeway off-ramps. There are two locations within the City where conditions of approval required that reservations be made for the location of a City entry sign, one is at the southwest corner of the Princeton Avenue off-ramp and Princeton Avenue and the second location is adjacent to the Warehouse Discount Center sign on the south facing slope along Los Angeles Avenue. In addition to these two locations there is one additional sign location on Grimes Canyon Road which will be dedicated as part of the development of that residential subdivision. There are also potential locations within the City's medians at Tierra Rejada Road and SR-23 and potentially within newly installed raised medians in Los Angeles Avenue.

Staff is proposing two signs to be constructed and installed at this time. One sign would be installed in the new Tierra Rejada Road median located just west of the southbound SR-23 off-ramp. This location would welcome residents and visitors to the City after they exited the north and southbound off ramps of SR-23. The addition of a City entry sign would complete the recent improvements in this area of Tierra Rejada and provide a highly visible location. A second sign would be installed at the southwest corner of the SR-118 off-ramp and Princeton Avenue at the Kavlico location.

### **FISCAL IMPACT**

The Arts in Public Places has a balance of approximately \$1.6 million. The median sign could be funded from that funding source. Warehouse Discount Center had a condition of approval on its project which required the payment of \$25,000.00 to the City to be used in its sole and unfettered discretion. One expense that was anticipated for this money was the placement of a City entry sign. These funds could be used for the fabrication and installation of one sign on that site.

### **STAFF RECOMMENDATION (Roll Call Vote)**

1. Select concept one as the City's entry sign for the median on Tierra Rejada Road/SR-23 and at the southwest corner of Princeton Avenue/SR-118 (Kavlico).
2. Direct staff to amend the contract with Outdoor Dimensions for the fabrication and installation of the selected sign concept in the Tierra Rejada Road median west of the southbound SR-23 off-ramp and at the Princeton Avenue/SR-118 off-ramp.

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3. Adopt Resolution No. 2009- \_\_\_\_\_ amending the fiscal year 2008/2009 Budget to appropriate \$35,000 from the Arts in Public Places Fund for installation of two city entry signs.

Attachment: Budget Resolution

RESOLUTION NO. 2009- \_\_\_\_\_

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MOORPARK, CALIFORNIA, AMENDING THE FY 2008/2009 BUDGET BY ALLOCATING \$35,000 FROM THE ARTS IN PUBLIC PLACES FUND (2151) TO THE PARKS, RECREATION AND COMMUNITY SERVICES DEPARTMENT BUDGET FOR TWO CITY ENTRY SIGNS

WHEREAS, on June 2, 2008, the City Council adopted the budget for Fiscal Year 2008/2009; and

WHEREAS, a staff report has been presented to said Council requesting a budget amendment appropriating \$35,000.00 to the Parks, Recreation and Community Services Department from the Arts in Public Places Fund (2151) for the construction and installation of city entry signs at Tierra Rejada Road/SR-23 and Princeton Avenue/SR-118; and

WHEREAS, a budget amendment is required to fully fund the fabrication and installation of two city entry signs.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF MOORPARK DOES HEREBY RESOLVE AS FOLLOWS:

SECTION 1. That a budget amendment in the amount of \$35,000.00 in Art in Public Places Fund (2151) as described in Exhibit "A" attached hereto, is hereby approved.

SECTION 2. The City Clerk shall certify to the adoption of this resolution and shall cause a certified resolution to be filed in the book of original Resolutions.

PASSED AND ADOPTED this 1<sup>st</sup> day of April, 2009.

\_\_\_\_\_  
Janice S. Parvin, Mayor

ATTEST:

\_\_\_\_\_  
Deborah S. Traffenstedt, City Clerk

Attachment: Exhibit A- Budget Amendment

**BUDGET AMENDMENT FOR  
CITY ENTRY SIGNS AT TIERRA REJADA ROAD/SR-23  
AND PRINCETON AVENUE/SR-118**

**FUND ALLOCATION FROM:**

<b>Fund</b>	<b>Account Number</b>	<b>Amount</b>
Art In Public Places	2151-5500	\$35,000.00
Total		\$35,000.00

**DISTRIBUTION OF APPROPRIATION TO EXPENSE ACCOUNT:**

<b>Account Number</b>	<b>Current Budget</b>	<b>Revision</b>	<b>Amended Budget</b>
2151-7900-7901-9613	\$0.00	\$35,000.00	\$35,000.00
Total			\$35,000.00

FINANCE APPROVAL:

