

**MOORPARK CITY COUNCIL
AGENDA REPORT**

TO: Honorable Mayor and City Council

FROM: Barry K. Hogan, Deputy City Manager *JKH*

DATE: June 25, 2009 (CC Meeting of 7/15/2009)

SUBJECT: Consider City Entry Sign at Tierra Rejada Road/SR-23 and Princeton Avenue/SR-118 and Resolution Amending the Fiscal Year 2009/2010 Budget for Funding the Project

DISCUSSION

The City recently hired Outdoor Dimensions to create different design concepts for consideration. This item was presented to the City Council at its April 1, 2009 City Council meeting. Council directed that the sign be spot lighted rather than internally illuminated and that consideration be given to the use of solar lighting. In addition the Council wanted to see a design which was more in keeping with the character of Moorpark. Staff has worked with the sign contractor on a more simple and straightforward design that appropriately represents Moorpark.

The Concept: This proposed sign would be used in the raised landscaped medians and at the street side of entry locations such as Grimes Canyon Road.

A color version of the proposed sign is attached. The sign is proposed to be five feet tall with a one and a half foot 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 externally illuminated by solar lights. The sign is to be a painted map brushed aluminum with a brushed finish. The City seal would be cast bronze, in color, with raised areas. The sign is proposed to be single-faced, i.e. signage only on one side. The letters are half-inch aluminum painted dark bronze with a brushed finish.

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 is an enduring design that should not go out of style.

Costs and Maintenance: The cost for fabrication of one sign is \$9,665.00 with installation costs at \$1,940.00 for a total cost of \$11,605.00. 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 three 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. A color photo mock-up is attached. 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. The sign would be angled across the corner to be visible for southbound traffic. The third sign would be located in the Princeton Avenue median immediately north of the SR 118 freeway and visible to northbound Princeton Avenue traffic. This sign would be installed at approximately the location of the second or third tree from the south boundary of the median.

FISCAL IMPACT

The median sign in Tierra Rejada as well as the two Princeton Avenue off ramp signs would be funded from the Tree and Landscape Fees Fund (2150), for three signs at \$11,605 each for a total of \$34,815. As of June 30, 2009 there was \$82,719 in that fund. Should the Council choose to direct staff to install additional signing funding from developer deposits are available for one additional sign now. Warehouse Discount Center had a condition of approval on its project which required the payment of \$25,000 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. The Toll Brothers development on Grimes Canyon has a condition of approval requiring the payment of \$25,000 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.

Honorable Mayor and City Council
July 15, 2009
Page 3

STAFF RECOMMENDATION (Roll Call Vote)

1. Approve the design presented 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) and in the Princeton Avenue median immediately north of the SR 118 freeway.
2. Direct staff to seek proposals informal bids for the fabrication and installation of the signs and authorize the City Manager to select the most qualified and responsive bidder.
3. Adopt Resolution No. 2009- _____ amending the fiscal year 2009/2010 Budget to appropriate \$34,815 from the Tree and Landscape Fees Fund (2150) for installation of three city entry signs.

Attachments:

1. Proposed Sign and Photo Simulation in Tierra Rejada Median
2. Photo of Kavilco Sign Location
3. Photo of Princeton Avenue Median Sign Location
4. Budget Resolution

CONCEPT ONLY

SIZES - MATERIALS - COLORS TO BE CONFIRMED PRIOR TO PRODUCTION



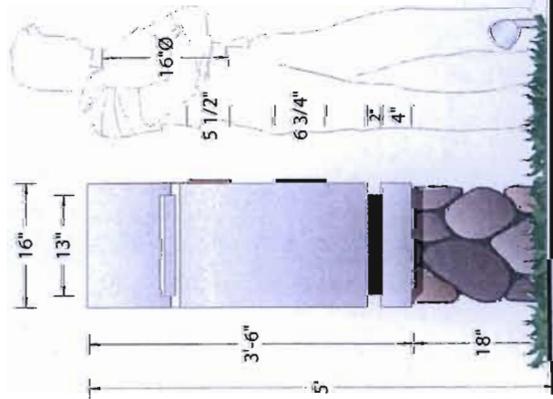
BACKSIDE VIEW
(50% OF NOTED SCALE)



Not To Scale



PROJECT:	B-4.5
CITY OF MOORPARK	
CLIENT:	
CITY OF MOORPARK	
SALES REP:	
TERESA	
DESIGNER:	
« GPU »	
DATE:	1/8/09
REVISIONS (DATE):	2.0
1/22/09 « GPU »	.5
1/30/09 « GPU »	2.0
2/23/09 « GPU »	2.0
4/21/09 « GPU »	.75
	6/29/09 J.W.
SCALE:	1/2"=1'
SHOP DWG.:	



.080 MATTHEWS ALUMINUM COLOR PANEL PER ART
MOUNT ON 3/16" ALUM. BKPNL.

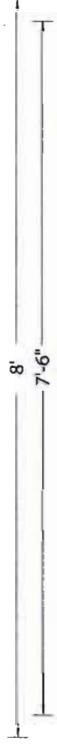


ALUMINUM MONUMENT CAN
PAINTED MAP BRUSHED ALUMINUM
W/ BRUSHED FINISH

1/2" ALUM. C-O-C
(MOUNT FLUSH W/ PINS)
FACES & RETURNS PAINTED
W/ MAP DARK BRONZE
W/ BRUSHED FINISH

REVEAL
PAINTED MAP DARK BRONZE
W/ BRUSHED FINISH

LEDGESTONE BASE WRAP
EL DORADO
AMERICAN BLEND RIVER ROCK
EXTERNAL SOLAR POWERED
BOTTOM LIGHTING BY OTHERS



CLIENT APPROVAL:
(PLEASE CHECK BOX)
 AS SHOWN
 WITH CHANGES

CLIENT SIGNATURE _____ DATE _____
YOUR SIGNATURE ACKNOWLEDGES
FULL APPROVAL OF DESIGN LAYOUT
AND CONTENT, RELEASING OUTDOOR
DIMENSIONS FROM RESPONSIBILITY
IN REGARD TO INCORRECT DESIGN
AND INFORMATION.
THE COLORS SHOWN ARE ONLY
REPRESENTATIVE OF ACTUAL PMS
COLOR CALL OUTS. FINAL COLOR
WILL BE MATCHED AS CLOSE AS
POSSIBLE, DUE TO MATERIALS USED.

DESIGNS ARE THE PROPERTY OF
OUTDOOR DIMENSIONS UNTIL
PURCHASED BY CLIENT.



5325 E. HUNTER AVENUE
ANAHEIM, CA. 92807
714-578-9555 FAX: 714-693-9578

Option 4B- Single-Faced
Residential Aluminum Monument with External Lighting
(with internal breakaway poles)





RESOLUTION NO. 2009- _____

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MOORPARK, CALIFORNIA, AMENDING THE FY 2009/2010 BUDGET BY ALLOCATING \$34,815 FROM THE TREE AND LANDSCAPE FEES FUND (2150) TO THE PARKS, RECREATION AND COMMUNITY SERVICES DEPARTMENT FOR THREE CITY ENTRY SIGNS

WHEREAS, on July 1, 2009, the City Council adopted the budget for Fiscal Year 2009/2010; and

WHEREAS, a staff report has been presented to said Council requesting a budget amendment appropriating \$34,815.00 to the Parks, Recreation and Community Services Department from the Tree and Landscape Fees Fund (2150) for the construction and installation of city entry signs at Tierra Rejada Road/SR-23, Princeton Avenue/SR-118 and Princeton Avenue median immediately north of SR 118; and

WHEREAS, a budget amendment is required to fully fund the fabrication and installation of three 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 \$34,815.00 in Tree and Landscape Fees Fund (2150) 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 15th day of July, 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,
PRINCETON AVENUE/SR-118, AND PRINCETON
AVENUE MEDIAN NORTH OF SR 118**

FUND ALLOCATION FROM:

Fund	Account Number	Amount
Tree and Landscape Fees	2150-5500	\$34,815.00
Total		\$34,815.00

DISTRIBUTION OF APPROPRIATION TO EXPENSE ACCOUNT:

Account Number	Current Budget	Revision	Amended Budget
2150-7100-7111-9632	\$0.00	\$34,815.00	\$34,815.00
Total			\$34,815.00

FINANCE APPROVAL:  _____