



Agenda Item # _____

Staff Report

City of Manhattan Beach

TO: Honorable Mayor Ward and Members of the City Council

THROUGH: Geoff Dolan, City Manager

FROM: Neil Miller, Director of Public Works
Juan Price, Maintenance Superintendent

DATE: April 18, 2006

SUBJECT: Presentation of Concepts for Improving Public Right of Way in the North End Business Improvement District and Approval of Design Concepts

RECOMMENDATION:

Staff recommends the City Council receive the presentation about improvements to the Public Right of Way in the North End Business Improvement District and approve the design concepts.

FISCAL IMPLICATION:

Budgeted funds (\$370,000) are available in the 2005/2006 Capital Improvement Plan budget.

BACKGROUND:

From 1969 to 2004 a Business Improvement District (BID) existed for commercial properties located along northern portion of Highland Avenue and a few businesses located along Rosecrans Avenue just east of Highland (Exhibit A - North End Business Improvement District Map). This BID, formed under the Parking and Business Improvement District Law of 1965, was fairly limited in scope and was mainly used to address parking acquisition and construction. In December 2004, the BID was revamped. The reason for this change was that it became apparent that opportunities for increased parking in this section of the community were limited and the business owners in this area were interested in using the accumulated funds for business promotion purposes. A top priority for the businesses was to create an identity for this commercial area similar to the identity created for the downtown when the Downtown Streetscape project was implemented.

At the time of the creation of the new BID a Board of Directors was elected. This group has been meeting, along with City Staff, to develop and discuss various concepts for using the BID funds to make improvements to the public right of way that will result in an identity and some visual impacts for the area.

DISCUSSION:

Many meetings were held to discuss visions for the North End. Various concepts have been presented and discussed. The committee agreed on several points that should be included in a capital project to enhance the public right of way:

1. The project should include a theme for the identity of the district.
2. The project should include a specific name of how the committee would want the rest of the community to refer to this area.
3. If possible, a gateway, entryway sign should announce to motorists the entry to a unique part of Manhattan Beach.
4. The project should include beautification of the public right of way in keeping with the theme and vision for the district.

Because of the limited amount of right of way in the area (the sidewalks are narrow) it became clear that the opportunity for improvements on the public right of way, especially landscaping and trees, were limited. However, the following components were identified as feasible by the committee in consultation with City staff:

1. Install banners on streetlight poles. The banners are to depict the theme and image of the district.
2. Install crosswalk treatments that will be unique to the North End.
3. Install entryway signs announcing entry to the North End Business District.

These features were chosen because they are relatively simple to install, are within the available funds of the BID, and do not require on-going maintenance. The BID was not created as a Landscape and Lighting Assessment District and therefore does not have on-going funds for maintenance purposes.

DESCRIPTION OF PROJECT

The project presented with this report includes the following features:

1. Purchase and installation of 30 pole banners made of long-lasting metal material depicting the North End beach surfing theme. (Exhibit B). The estimated cost for this work is \$50,000.
2. Installation of stamped asphalt crosswalks with a unique design as selected by the BID Board (Exhibit C). The estimated cost of this work is \$100,000.

Since the estimated costs for this work is less than available funds in the CIP project, other improvements will be requested in the future.

PROJECT TIMING

If the City Council approves the concepts presented in this report staff will proceed with a bid process for the banners and return to the City Council within sixty days for approval. The crosswalk work would be done later in the year after the completion of the Highland Avenue resurfacing project currently scheduled to be done in the fall of this year. The resurfacing project will also include repairs to any damaged sidewalk or curb and gutter. The crosswalk treatment would be done immediately after the completion of the repaving project.

SUMMARY

The North End BID was reformatted in 2004 to allow the use of accumulated funds for promotional activities and visual improvements to the public right of way to enhance the identity of the area. The North End Board of Directors along with City staff has been meeting for several years to discuss concepts for enhancing the public right of way to provide a fresh identity for the District. The City Council is being asked to approve the concepts presented in this report. If approved staff will return to the City Council for approval of contracts for the purchase and installation of pole banners and stamped asphalt cross walks.

Attachments: A. GIS Map
B. North End beach surfing theme
C. Color photograph of stamped asphalt crosswalks with a unique design as selected by the BID Board

xc: North Manhattan Beach Business Improvement District

City of Manhattan Beach North End Business Improvement District



- Street Lights
- Crosswalks

April 18, 2006

0 250 500 1,000 Feet



DATE: 04/7/06





Picture Details

Picture ID: 868

Location: Costa Mesa, California, United States of America

Application(s): Government -> Crosswalks

Products Used: DuraTherm®

Patterns Used: DuraTherm™ Heritage Offset Brick

Colors Used: DuraTherm™ Cinnamon