



Agenda Item #: _____

Staff Report

City of Manhattan Beach

TO: Honorable Mayor Fahey and Members of the City Council

THROUGH: Geoff Dolan, City Manager

FROM: Neil C. Miller, Director of Public Works
Dana Greenwood, City Engineer
Michael A. Guerrero, Senior Civil Engineer

DATE: April 19, 2005

SUBJECT: Review Language Alternatives for the Signage on the Strand

RECOMMENDATION:

It is recommended that the City Council provide direction regarding the Strand signage content.

FISCAL IMPLICATION:

Funds are included in the Capital Improvement Plan for this project.

DISCUSSION:

At the April 05, 2005 City Council meeting, the City Council directed Public Works staff to present additional alternatives regarding the proposed Strand signage content. Council directed staff to incorporate more user friendly content in addition to the proposed Municipal Code content. City staff discussed various user friendly messages that include the following:

- A) Welcome to Manhattan Beach.
Enjoy our beach and protect our environment.
Please observe the following:
(Municipal Code rules)
Thank you

- B) Welcome to Manhattan Beach.
Please help safeguard our beach.
(Municipal Code rules)
Thank you

- C) Welcome to Manhattan Beach
To help everyone enjoy our beach, please:
(Municipal Code rules)
Thank you

Public Works staff recommends Alternative A (see attached sample). In addition, the background color of the sign has been modified to match the proposed Strand trash receptacle color. The Public Works Department and Maneri Sign Company are working together to prepare a mock-up of the proposed new sign that will be available for viewing on Tuesday (April 19th).

Attachments: A. Text of Proposed New Sign
B. Photograph of Proposed New Sign

WELCOME TO MANHATTAN BEACH



**ENJOY OUR BEACH AND PROTECT OUR ENVIRONMENT.
PLEASE OBSERVE THE FOLLOWING:**

- **NO ALCOHOLIC BEVERAGES ON THE BEACH**
L.A. CO. ORD. 17.12.320 ; M.B.M.C. 4.48.030
- **NO DOGS ALLOWED ON BEACH
ON OR OFF LEASH**
M.B.M.C. 5.01.040
- **PICK UP AFTER YOUR PET**
M.B.M.C. 5.01.310
- **PEDESTRIAN TRAFFIC ONLY
NO BICYCLE RIDING ON THE STRAND**
M.B.M.C. 3.01.100.Z
- **NO SMOKING ON THE BEACH**
M.B.M.C. 12.08.320

THANK YOU

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THANK YOU