



Minutes

Lakewood City Council

Adjourned Regular Meeting held
February 28, 2006

MEETING WAS CALLED TO ORDER at 5:30 p.m. by Mayor Esquivel in the Executive Board Room at the Civic Center, 5000 Clark Avenue, Lakewood, California.

ROLL CALL: PRESENT: Mayor Joseph Esquivel
Vice Mayor Larry Van Nostran
Council Member Steve Croft
Council Member Diane DuBois
Council Member Todd Rogers

CITY ENTRANCE SIGNS AND MONUMENTS

Sheryl Musicant-Stewart, Community Relations Manager, introduced members of the design team and stated they would be presenting modifications based upon requests from the City Council at the last meeting.

John Temple, Hunt Design Associates, displayed slides showing an enlarged version of the City seal and different color schemes to improve visibility. He noted that per CalTrans requirements, the signage portion of the monument signs must be designed to “break away” on impact in case of a vehicle collision.

Vice Mayor Van Nostran inquired about using a full-color version of the City seal, as familiarly represented on the City’s pin, to make the logo easier for passing motorists to recognize in moving traffic.

Mr. Temple reviewed the locations of existing signs and potential locations for additional signs, including signage which could be located on the Del Amo Boulevard pedestrian bridge.

Responding to a question from City Manager Howard Chambers regarding vandalism concerns, Mr. Temple stated that the major concern when locating a monument sign on the roadside rather than in a center median was visibility.

Julie Kinsbursky, Slover & Kinsbursky, presented an estimated budget for the project, noting that the rates displayed were gross rates and that 8 to 12 percent savings could be realized by producing all of the signs at one time.

Council Member Croft, noting that the proposal called for installation of 35 pole-mounted signs, inquired how many pole-mounted signs were currently in use. Ms. Musicant-Stewart stated that there were approximately 22 pole-mounted signs throughout the City, some metal and some made of wood.

CITY ENTRANCE SIGNS AND MONUMENTS - Continued

Vice Mayor Van Nostran expressed approval for the proposed pedestrian bridge sign and stated that he did not favor a phased approach as it would lessen the public impact of the project.

Mayor Esquivel determined that the City Council was unanimously in favor of the City seal increased by 35 percent in size from the original presentation.

Council Member Rogers stated that he would not be in favor of the roadside monument signs due to vandalism, liability and maintenance issues and that he would rather focus efforts on median locations only.

Responding to a question from Council Member Rogers, Max Withrow, Assistant Director of Public Works, stated that landscaping a median around a new monument sign would require excavation, new turf and irrigation costs, as well as ongoing maintenance.

Council Member Rogers suggested substituting the proposed roadside monument sign on South Street near Downey Avenue with a pole-mounted sign.

Council Member DuBois stated she felt that the proposed roadside monument sign on South Street at Palo Verde Avenue would not be effective due to the number of other street, traffic and bus stop signage at that location.

Assistant City Manager Michael Stover advised that staff could work with the City of Cerritos to see if an arrangement could be agreed upon for locating a monument sign in the center median on Del Amo Boulevard at Bloomfield Avenue.

Ms. Musicant-Stewart outlined the City Council instructions to this point by stating that the four existing monument signs would be replaced; an additional sign to be located at Del Amo Boulevard at the 605 Freeway; staff to pursue locating a monument sign in the Del Amo Boulevard median at Bloomfield Avenue; other proposed monument sign locations to be converted to pole-mounted signs; enlarge the City seal by 35 percent on the signs; and proceed with development of a sign for the Del Amo Boulevard pedestrian bridge.

Council Member DuBois restated her request to see a version of the signage with the City seal logo in full color.

Ms. Musicant-Stewart stated that to move forward on the project, an additional appropriation would be necessary.

VICE MAYOR VAN NOSTRAN MOVED AND COUNCIL MEMBER ROGERS SECONDED TO APPROPRIATE \$300,000 FOR THE CITY ENTRANCE AND MONUMENT SIGN PROJECT.

CITY ENTRANCE SIGNS AND MONUMENTS - Continued
UPON ROLL CALL VOTE, THE MOTION WAS APPROVED:

AYES: COUNCIL MEMBERS: Van Nostran, Croft, DuBois, Rogers and Esquivel

NAYS: COUNCIL MEMBERS: None

ADJOURNMENT

There being no further business to be brought before the City Council, Mayor Esquivel adjourned the meeting at 6:05 p.m.

Respectfully submitted,

Denise R. Hayward, CMC
City Clerk