



CITY COUNCIL AGENDA REPORT

MEETING DATE: MARCH 20, 2012

ITEM NUMBER:

SUBJECT: 19 WEST URBAN PLAN AREA MONUMENT SIGN

DATE: MARCH 8, 2012

FROM: PUBLIC SERVICES DEPARTMENT

PRESENTATION BY: RAJA SETHURAMAN, ACTING DIRECTOR, PUBLIC SERVICES DEPARTMENT

FOR FURTHER INFORMATION CONTACT: FARIBA FAZELI, INTERIM CITY ENGINEER, 714-754-5378

RECOMMENDATION

1. Approve the design (Attachment 1) and location (Attachment 2) of the 19 West monument sign, and
2. Approve Budget Adjustment (Attachment 3) in the amount of \$15,000 for the design, manufacture, and installation of the 19 West monument sign.

BACKGROUND

The Westside Specific Plan was prepared in October 2000. While this planning document was not formally adopted, some of the revitalization strategies in the plan have been used as a guide to stimulate area-wide improvement. In August 2003, the Westside Revitalization Oversight Committee (WROC) was convened to recommend revitalization strategies and identify specific areas for further improvement. The recommendations of the WROC assisted the City Council in providing policy direction and developing a long-term vision for the Westside.

Three Urban Plans were created to establish overlay zones in specific areas of the Westside: (1) 19 West Urban Plan, (2) Mesa West Bluffs Urban Plan, and (3) Mesa West Residential Ownership Urban Plan. Each Urban Plan provides guidance to property owners and developers for new development and redevelopment. All together, these plans provide a framework for major private market reinvestment and improvements for the Westside.

On April 4, 2006, the City Council adopted the 19 West Urban Plan (Attachment 4). The 19 West Urban Plan area is approximately 106.3 acres in size. Some major roadways in the plan area include West 19th Street, West 17th Street, Superior Avenue, and Placentia Avenue. The 19 West Urban Plan does not propose any major intensification of land uses. The emphasis is on improving the Urban Plan area by providing visual enhancement and encouraging the development of mixed-use urban villages along specified areas of W. 17th Street, W. 19th Street, and Superior Avenue.

ANALYSIS

The 19 West Urban Plan identifies improvements to both public and private areas to enhance the overall plan area and to make it more attractive to potential developers and users. An entry monument sign will identify the gateway to the 19 West Urban Plan area and enhance visibility of this area. The entry signage will also reinforce a sense of community among the various property owners and may lead to further improvements as envisioned in the Urban Plan.

A professional design company, Signage Solutions, was selected to prepare design options for the monument sign. Staff evaluated two conceptual designs of the sign. The recommended design is shown in Attachment 1. An alternative design of the sign, Option 1, is shown in Attachment 5. Option 2 is recommend for its visual impact, incorporation of representative architecture elements from the surrounding area, modern design, and simplicity. The proposed location of the sign is on the median located on 19th Street west of Harbor Boulevard (Attachment 2). This location is also recommended in the adopted 19 West Urban Plan.

If the sign design is approved, manufacturing and installation of the sign will take approximately four weeks.

ALTERNATIVES CONSIDERED

1. City Council may select Option 1 (Attachment 5) as their preferred design for the 19 West Urban Plan monument sign, and direct staff to move forward with the installation of the sign at the proposed location (Attachment 2).
2. City Council may reject both options and direct staff to develop new design options. This alternative will delay the installation of the entry monument sign by several months.

FISCAL REVIEW

The adopted FY 2011-12 budget did not allocate funds for a monument sign on 19th Street. Therefore, budget adjustment No. 12-013 allocates \$15,000 from the Contingency budget to the Public Services Department, Engineering Division's operating budget for the design, manufacture, and installation of a 19 West monument sign.

LEGAL REVIEW

There is no legal review required for this item.

CONCLUSION

Staff recommends that City Council approve the 19 West monument sign shown in Attachment 1, and the location of its installation (Attachment 2). Staff also requests City Council approval of Budget Adjustment No. 12-013 in the amount of \$15,000, and direct staff to move forward with this project.

RAJA SETHURAMAN
Acting Director of Public Services

BOBBY YOUNG
Finance/IT Director

FARIBA FAZELI
Interim City Engineer

- Attachments:
1. [19 West Monument Sign Option 2](#)
 2. [Proposed Sign Location](#)
 3. [Budget adjustment No.12-013](#)
 4. [19 West Urban Plan](#)
 5. [19 West Monument Sign Option 1](#)

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