



CITY COUNCIL STAFF REPORT

DATE: Dec. 3, 2008

SUBJECT: ESTABLISHMENT OF A NEIGHBORHOOD ORGANIZATION
IDENTIFICATION STREET SIGN PROGRAM

FROM: Lee Husfeldt, Director of Neighborhood and Community Relations

BY: Neighborhood and Community Relations

SUMMARY

On April 10, 2008, the Palm Springs Neighborhood Involvement Committee (PSNIC) voted to recommend to the City Council a program to identify the officially recognized neighborhood organizations throughout the City by attaching "blade" signs with the name of the neighborhood organization onto existing street signs. A pilot program is underway with three single-faced signs installed in The Movie Colony Neighborhood at:

- Indian Canyon Drive and Tamarisk
- Via Miraleste and Tamarisk
- Avenida Caballeros and Granvia Valmonte

Three double-faced signs have been installed in the El Mirador Neighborhood at:

- Tachevah and Avenida Caballeros
- El Mirador and Via Miraleste
- Chia and Avenida Caballeros

The Movie Colony and El Mirador came up with the lettering, colors and neighborhood logos for their signs using a template and dimensions supplied by the City.

RECOMMENDATION:

Adopt Resolution No. _____ "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PALM SPRINGS, CALIFORNIA, ESTABLISHING A NEIGHBORHOOD ORGANIZATION IDENTIFICATION STREET SIGN PROGRAM THROUGH THE OFFICE OF NEIGHBORHOOD INVOLVEMENT."

STAFF ANALYSIS:

The Palm Springs Neighborhood Involvement Committee (PSNIC) currently consists of representatives from 22 officially recognized neighborhoods throughout the City. Last year the group's Neighborhood Character Subcommittee began researching the idea for neighborhood identification signs. Recently the City Council approved a zone text

ITEM NO. 5.A.

amendment establishing policies and standards for neighborhood entry signs or "monument signs" on private property in single family neighborhoods. Realizing that not all neighborhood organizations would want to pay for monument signs, nor do they all have locations for such signs, the Neighborhood Character Subcommittee focused on a more modest sign program that each neighborhood organization could participate in if they choose to do so. Several Subcommittee members met with the City's Planning Director, Public Works Director and Engineering Assistant for Traffic & Development to discuss the idea of attaching neighborhood identification signs to existing street name signs that are currently mounted on posts at intersections.

The Subcommittee submitted ideas to the City's Engineering Assistant for Traffic & Development who designed a template for these aluminum blade signs. The template has peaks to represent Mount San Jacinto.

City staff provided the template and dimensions to Zumar Industries out of Sante Fe Springs, a firm that provides signs for the City. A double-face sign with neighborhood name and logo would cost \$56.64, plus \$10 for the installation bracket. These costs would be paid for by the neighborhood.

The Subcommittee Chair e-mailed a list of colors for the sign and lettering to the City Engineer who recommended not using yellow on orange or orange on yellow. Both the Subcommittee and the PSNIC discussed standardizing the signs by having the same color and same font, but both groups are recommending that each neighborhood be allowed to select their own colors for the signs and lettering as well as its own font.

If the City Council approves the program as presented, each neighborhood organization would use the same template and submit an application with the design of its sign, color and font to the City's Engineering Assistant for Traffic & Development for approval based on criteria such as legibility and visibility.

The application would also include the date of the neighborhood meeting when they selected the design for their sign, the number of people present at the meeting and what the vote was to approve the design.

Depending on whether a neighborhood just wanted to put the signs on the intersections leading into their neighborhood, or throughout their neighborhood, it could take several years for a neighborhood to purchase all their signs.

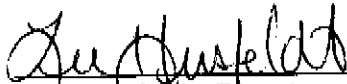
The signs would be installed by the City, but if they were stolen or damaged, it would be the neighborhood's responsibility to purchase new signs. The application will include such information.

During discussions of the project, it had been thought that the neighborhood identification signs would be fastened onto the street sign below it so that the two signs would be parallel. However, City staff has not been able to find such brackets. As a

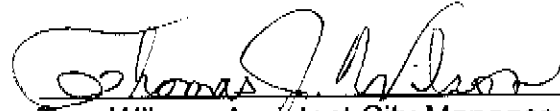
result, the signs are perpendicular. Staff is still shopping around for brackets so the signs can be parallel as well as investigating the cost of manufacturing the street name sign and neighborhood identification sign as all one sign. Also, after the signs were installed as part of the pilot program, some Palm Springs Neighborhood Involvement Committee members commented that the blade signs look small and should be 2-inches taller. Staff is checking to determine what a slightly larger sign would cost.

FISCAL IMPACT:

The signs will be purchased by the neighborhoods and installed by City crews as time permits. It is estimated that it will take two employees 15 minutes to install each sign.



Lee Husfeldt, Director of Neighborhood
& Community Relations



Tom Wilson, Assistant City Manager



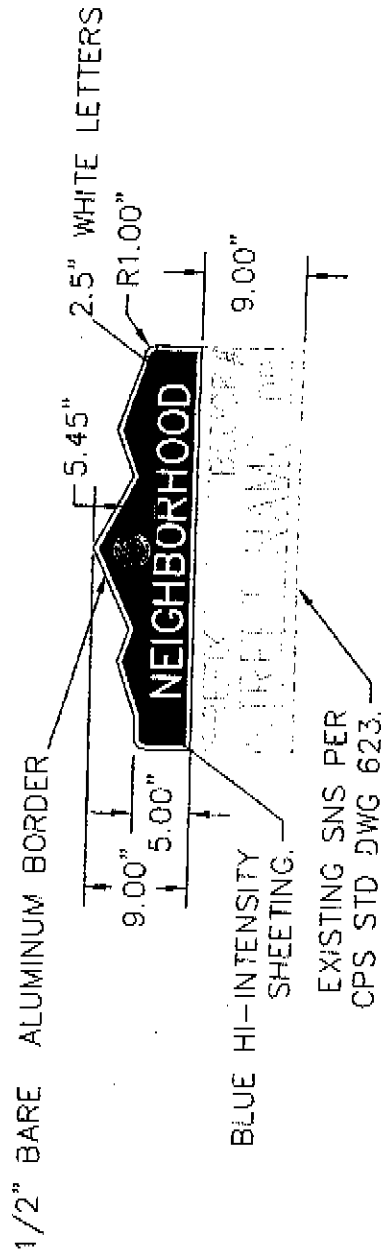
David H. Ready, City Manager

Attachments:

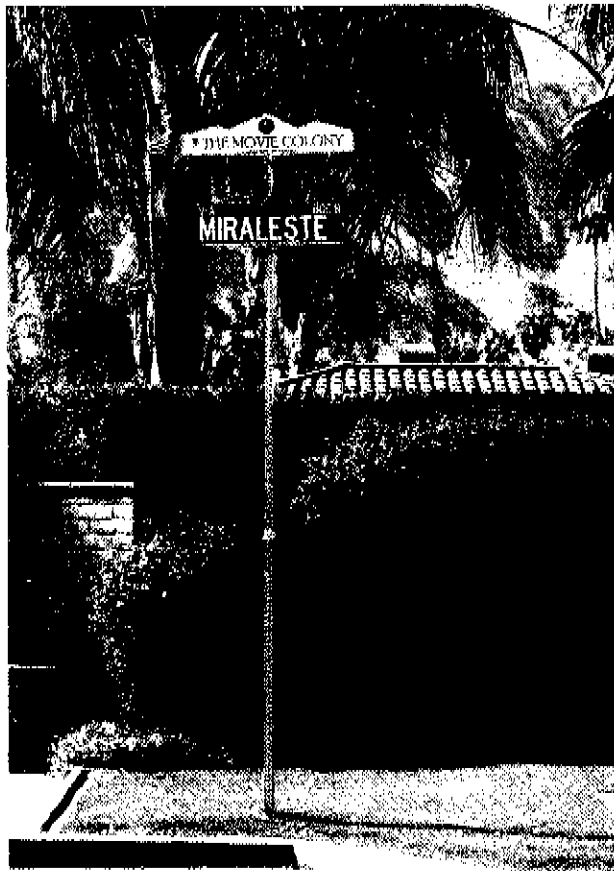
Current sign dimensions

Photos of the signs installed in The Movie Colony and El Mirador Neighborhoods as part of the pilot program

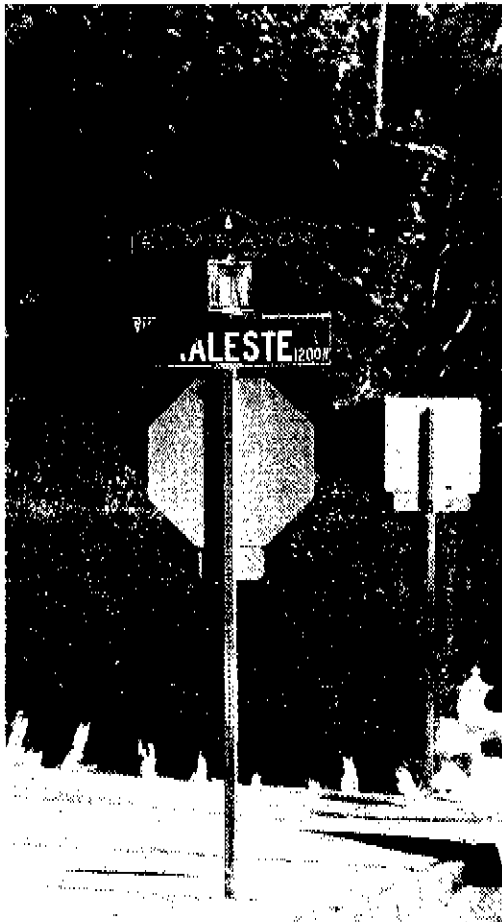
Proposed Resolution











RESOLUTION NO. _____

A RESOLUTION OF THE CITY COUNCIL OF THE
CITY OF PALM SPRINGS, CALIFORNIA,
ESTABLISHING A NEIGHBORHOOD
ORGANIZATION IDENTIFICATION STREET SIGN
PROGRAM THROUGH THE OFFICE OF
NEIGHBORHOOD INVOLVEMENT

WHEREAS, on April 6, 2005 the Palm Springs City Council adopted an ordinance establishing an Office of Neighborhood Involvement, creating a framework to include the people of the City of Palm Springs in civic affairs to work to improve the livability and character of their neighborhood.

WHEREAS, it is the intent of the City Council, through the recognition of the Palm Springs Neighborhood Involvement Committee (PSNIC) to develop in the citizens a sense of personal pride and responsibility for their neighborhoods.

WHEREAS, on April 10, 2008, the Palm Springs Neighborhood Involvement Committee (PSNIC) voted to recommend to the City Council a program to identify the officially recognized neighborhood organizations throughout the City by attaching "blade" signs with the name of the neighborhood organization onto existing street signs.

THE CITY COUNCIL OF THE CITY OF PALM SPRINGS DOES HEREBY RESOLVE AS FOLLOWS:

SECTION 1. The establishment of a neighborhood identification sign program will help foster a sense of pride in one's neighborhood as well as a sense of belonging.

SECTION 2. The neighborhood organizations associated with the City's Office of Neighborhood Involvement can purchase through the City neighborhood identification street signs as spelled out in the program.

SECTION 3. The neighborhood organizations will use a template and dimensions supplied by the City in designing their identification signs. The City must approve of the design, paying particular attention to the legibility and visibility of design.

SECTION 4. The neighborhood organizations will pay to have the signs made and submit a map, for City staff approval, indicating where they would like the signs installed. The City will install the signs on existing street signs, but the cost to replace or repair the neighborhood signs is the responsibility of the neighborhood organization.

ADOPTED this 3rd day of December, 2008.

David H. Ready, City Manager

ATTEST:

James Thompson, City Clerk

CERTIFICATION

STATE OF CALIFORNIA)
COUNTY OF RIVERSIDE) ss.
CITY OF PALM SPRINGS)

I, JAMES THOMPSON, City Clerk of the City of Palm Springs, hereby certify that Resolution No. _____ is a full, true and correct copy, and was duly adopted at a regular meeting of the City Council of the City of Palm Springs on _____, by the following vote:

AYES:
NOES:
ABSENT:
ABSTAIN:

James Thompson, City Clerk
City of Palm Springs, California