



## Legislation Details (With Text)

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**Type:** Consent - Staff Report **Status:** Agenda Ready  
**In control:** City Council Regular Meeting  
**On agenda:** 12/1/2020 **Final action:** 12/1/2020  
**Title:** Consideration of Installing the City Logo in the Center of the Scrambled Crosswalk Located at the Intersection of Manhattan Beach Boulevard and Manhattan Avenue, and a Lifeguard Tower Image at the Intersection of Manhattan Beach Boulevard and Highland Avenue (Public Works Director Katsouleas).  
DISCUSS AND PROVIDE DIRECTION

**Sponsors:**

**Indexes:**

**Code sections:**

**Attachments:** 1. Sample Renderings, 2. PowerPoint Presentation

Date	Ver.	Action By	Action	Result
12/1/2020	1	City Council Regular Meeting	approved	Pass

**TO:**

Honorable Mayor and Members of the City Council

**THROUGH:**

Bruce Moe, City Manager

**FROM:**

Stephanie Katsouleas, Public Works Director

**SUBJECT:**

Consideration of Installing the City Logo in the Center of the Scrambled Crosswalk Located at the Intersection of Manhattan Beach Boulevard and Manhattan Avenue, and a Lifeguard Tower Image at the Intersection of Manhattan Beach Boulevard and Highland Avenue (Public Works Director Katsouleas).

**DISCUSS AND PROVIDE DIRECTION**

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**RECOMMENDATION:**

Staff recommends that City Council consider installing the City's logo as the centerpiece of the new scrambled crosswalk located at the intersection of Manhattan Beach Boulevard (MBB) and Manhattan Avenue, and installing a lifeguard tower image at the MBB and Highland Avenue intersection.

**FISCAL IMPLICATIONS:**

The cost to install the logo and lifeguard tower is estimated to cost up to \$60,000 for custom thermoplastic designs and installation (including traffic control), which could be paid for from Public Art Trust Fund dollars. If Council directs this implementation, Council will need to approve an

allocation of funds from the Public Art Trust Fund as part of its motion.

### **BACKGROUND:**

At the January 21, 2020, City Council meeting, staff gave a presentation to City Council about a variety of enhancements that could be implemented in downtown Manhattan Beach. One of the options presented included installation of scrambled crosswalks on MBB at the intersections of Highland Avenue and Manhattan Avenue. The presentation included a sample rendering showing the City's new logo as the centerpiece of the crosswalk. An updated rendering is attached for reference. No companion proposal was made about what image to install at the MBB and Highland Avenue intersection.

Because the Downtown Signal Replacement Project had already been awarded and was about to commence, staff informed City Council that scrambled crosswalks could be easily folded into the signal project as a quick win through a change order with the signal contractor. City Council directed staff to proceed with its installation, and selected the ladder style marking. However, a decision about what image to select as the centerpiece for both intersections was deferred to the Cultural Arts Commission for suggestions.

Following contractor delays due to COVID-19, installation of the scrambled crosswalks was completed on November 16, 2020. While the crosswalk ladders substantially resemble the rendering presented to City Council in January, the centers of both intersections were left blank pending a decision about what images should be installed. The following day, on November 17, 2020, staff was directed to return to City Council on December 1, 2020, for reconsideration of a centerpiece design.

### **DISCUSSION:**

The scrambled crosswalk layout for the MBB/Manhattan Avenue intersection was originally designed to accommodate the City's new logo showing the Pier and Roundhouse. A similar layout, albeit for a smaller intersection, was also designed for the MBB/Highland Avenue intersection for consistency, but envisioned to showcase a different image that reflects the character of Manhattan Beach. On November 19, 2020, the Arts in Public Places Committee (APPC) supported installing the City logo at the MBB/Manhattan Avenue intersection, and recommended that City Council consider selecting a lifeguard tower image for the MBB/Highland Avenue intersection. A rendering of that concept/image is also attached for reference.

If City Council would like to proceed with installing images as the centerpieces for the two scrambled crosswalk intersections, then staff offers the following recommendations, as supported by the APPC:

- Place the City logo at the Manhattan Beach Boulevard and Manhattan Avenue intersection due to its square shape and higher pedestrian volume, which would provide for a more balanced fit and greater visibility; and
- Approve the lifeguard tower design for the Manhattan Beach Boulevard and Highland Avenue intersection.

The cost to install both images at the same time is estimated to be up to \$60,000 when considering fabrication of the custom design, labor to install, and traffic control. It is also worth noting that this estimate includes a savings or approximately \$6,000 in traffic control costs if both images are approved and installed at the same time.

### **PUBLIC OUTREACH:**

The Downtown Manhattan Beach Professional + Business Association was notified of this agenda item, and both images were discussed during the Arts in Public Places Committee meeting on November 19, 2020.

**ENVIROMENTAL REVIEW:**

The City has reviewed the proposed activity for compliance with the California Environmental Quality Act (CEQA) and has determined that the activity is not a "Project" as defined under Section 15378 of the State CEQA Guidelines; therefore, pursuant to Section 15060(c)(3) of the State CEQA Guidelines the activity is not subject to CEQA. Thus, no environmental review is necessary.

**LEGAL REVIEW:**

The City Attorney has reviewed this staff report and determined that no additional legal review is required.

**ATTACHMENTS:**

1. Sample Renderings
2. PowerPoint Presentation