

May 6, 2002

Honorable Mayor and Members of  
The Hermosa Beach City Council

Regular Meeting of  
May 14, 2002

**APPROVAL OF “BE STREET SMART HERMOSA”  
POLE BANNER / STREET SAFETY PROGRAM  
SPONSORED BY MERVYN’S CALIFORNIA**

**Recommendation**

Staff recommends that Council approve a pole banner program to advertise the Public Works Commission’s new “Be Street Smart Hermosa” Program to coincide with advertising banners for Mervyn’s Beach Bash and Mervyn’s California.

**Background**

In previous years, IMG, on behalf of Mervyn’s California, decorated Downtown Hermosa Beach and The Strand with pole banners to advertise the Beach Bash event. The decorative banners were well received by the merchants in the area, some of whom made a formal request to Council to retain the banners past the event expiration.

The Public Works Commission recently decided to initiate a City wide program to encourage more attentiveness to vehicular and pedestrian safety. One of the ideas forwarded by the Commission subcommittee (Lombardo/Howell) was to place safety messages on pole banners throughout the City.

At the April 23, 2002 meeting, Council listened to a presentation by Public Works Commissioner, Jean Lombardo regarding the prospective plan to launch the “Street Smart Hermosa” Program that included pole banners as one component. At that time, staff was directed to return with a formal agenda item for this program.

**Analysis**

At a cost of approximately \$400 per pole installed, the expense of a banner project would be considerable to the City. Since Mervyn’s was planning to pay for and install pole banners for their June event anyway, the Commissioners and staff requested that they consider: (a) adding a safety message to their banners, (b) expanding their program to include PCH, and (c) designing banners that would be usable after the event.

To that end, Mervyn’s has agreed to pilot this effort by designing dual sided banners to include a safety message on one side and their advertisement on the other side of certain banner pole location.

The banners are tentatively planned to be located as follows:

PCH (Gould to Aviation):	Safety Banner & Mervyn's on each pole*
Hermosa Ave (10 <sup>th</sup> -14 <sup>th</sup> ):	1/2 Safety Banner & Mervyn's & 1/2 Beach Bash only
Strand:	Beach Bash only**
Pier Avenue:	6 poles Beach Bash only**

*\*Street Safety Banners will remain up for the duration of the program (estimated summer months).*

*\*\*Beach Bash Banners will be removed the week following the event as has been customary.*

The safety messages and design will be simple (*Attachment A*)

*Be Street Smart Hermosa  
Bike Safe (or Skate Safe, Drive Safe, Walk Safe, etc.)*

The banners will launch the Commission's program that is projected to include other safety education/awareness components. If this pilot effort is successful, the program may grow to include more locations in the future.

**FISCAL IMPACT: NONE**

Respectfully submitted,

Concur:

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Mary C. Rooney  
Community Resources Director

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Stephen R. Burrell  
City Manager