

July 3, 2002

Honorable Mayor and Members of  
the Hermosa Beach City Council

Regular Meeting of  
July 9, 2002

**PROPOSED INFORMATIONAL STREET SIGN PROGRAM  
HERMOSA BEACH CHAMBER OF COMMERCE**

**Recommendation:**

That the City Council review the sign program as proposed by the Chamber of Commerce and provide direction to staff.

**Background:**

The Chamber of Commerce has been developing a program along with several business owners to assist patrons with information about being courteous when walking to their cars or home through our residential neighborhoods. They have proposed placing signs on existing poles in areas adjacent to the downtown area. A copy of the proposed sign and listing of locations is attached.

The Chamber program also includes placing signs in the several businesses that further work to ask patrons to be courteous.

If the sign program is something that City Council would like to pursue, staff needs to be directed to assist the Chamber with the program, including installing the signs at the various locations listed.

Respectfully submitted,

Stephen R. Burrell  
City Manager