

October 1, 2002

Honorable Mayor and Members of
The Hermosa Beach City Council

Regular Meeting of
October 8, 2002

ADOPT-A-STORM DRAIN PLACEMENT OF BANNERS

Recommendation:

It is recommended that the City Council approve the placement of Adopt-A-Storm Drain banners in lieu of signage.

Background:

In order to help fund storm drain pollution prevention programs, the City contracted with Adopt-A-Storm Drain November 13, 2001. Under the contract, AASD obtains sponsorships from private firms to help fund City stormwater management programs. Since the agreement and establishment of the AASD program, five private sponsors have pledged donation funds totaling \$23,800, \$19,040 of which will be paid to the City and \$4,760 to AASD for administration.

On April 9, 2002, the City Council approved the placement of Adopt-A-Storm Drain permanent signage on Pacific Coast Highway, but due to existing Caltrans regulations, it is necessary to substitute banners. Adopt-A-Storm Drain has sponsors already committed to Pacific Coast Highway.

Analysis:

Staff recommends that the City Council approve the placement of 3' x 8' Adopt-A-Storm Drain banners in lieu of permanent signage at the locations below on Pacific Coast Highway. Approval of the banners by the Council will allow revenues to be received by the City.

<u>Sponsor</u>	<u>Location</u>
Roadium Open Air Market	Pacific Coast Highway & 15 th Street, West Side
Good Stuff Restaurant	Pacific Coast Highway near Rocky Cola, West Side
Ira Fierber, Attorney at Law	Pacific Coast Highway near Spyder Surf, West Side
Chevron	Pacific Coast Highway near 2 nd Street, East Side

One banner per location will be installed for a period of one year. Banners will be replaced as needed.

Attachment: Banner Sample

Respectfully submitted,

Homayoun Behboodi
Associate Engineer

Concur:

Harold C. Williams, P.E.
Director of Public Works/City Engineer

Steve Burrell
City Manager

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