

October 16, 2007

Honorable Mayor and Members of
the Hermosa Beach City Council

Regular Meeting of
October 23, 2007

"NO LITTERING" SIGNAGE

Recommendation:

It is recommended that the City Council provide direction for staff regarding the type of "No Littering" signage and locations.

Summary:

At its regularly scheduled Council Meeting of October 9, 2007, Council requested that staff prepare a report on posting "No Littering" signage along the Greenbelt and also to consider postings citywide.

Staff was informed that the Police Department does issue citations for littering under Penal Code Section 374.4 with the City Prosecutor setting a fine amount of \$100 - \$1,000, depending upon severity of the crime. Two citations were issued over the last 12 months.

The Council directed staff to consider using wooden signs in the Greenbelt to be placed on the outside edges of the Greenbelt facing oncoming traffic on Valley Drive and Ardmore Avenue. Staff has received a cost estimate of \$150 for a 12-inch x 18-inch sign made of kiln-dried redwood which has raised letters and sandblasted background. The background would be stained brown and border and letters painted white stating "PLEASE NO LITTERING – fine up to \$1,000". This price includes a treated redwood post. This price is considered very reasonable considering a standard aluminum sign would cost \$50. Staff recommends a total of eight (8) of these signs with four (4) along Valley Drive and four (4) along Ardmore Avenue for a total cost of \$1,200.

Another option to consider is placing larger wooden signs in the center of the Greenbelt at the intersections with Gould Avenue, Pier Avenue, 8th Street and 2nd Street. The signs could be placed facing the intersecting streets such that they could be viewed by traffic stopped at the intersections as well as pedestrians using the Greenbelt. A 2-foot x 3-foot wooden sign with two wooden posts would cost approximately \$500 each. Staff recommends four (4) of these would be adequate for a total cost of \$2,000. The larger sign could also say something like... "PLEASE HELP KEEP HERMOSA BEACH BEAUTIFUL – DO NOT LITTER – fine up to \$1,000".

Funding is available for either of these two options. If it is Council's direction to also place these signs throughout the City, staff would recommend using the standard aluminum signs and would need additional funding to do more than a few locations. Staff also has concerns about limiting sign clutter along the roadways which are already heavily burdened with street signs.

Fiscal Impact:

At least \$2,000 is available in Street Maintenance/Traffic Safety Division, account 001-3104-4309.

Respectfully submitted,

Concur:

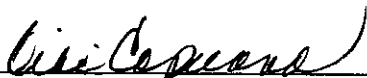


Richard D. Morgan, P.E.
Director of Public Works/City Engineer



Stephen R. Burrell
City Manager

Noted for fiscal impact:



Viki Copeland
Finance Director