



Minutes

Lakewood City Council

Adjourned Regular Meeting held
August 9, 2005

MEETING WAS CALLED TO ORDER at 5:31 p.m. by Mayor Esquivel in the Oak Room at the Civic Center, 5000 Clark Avenue, Lakewood, California.

ROLL CALL: PRESENT: Mayor Joseph Esquivel
Vice Mayor Larry Van Nostran
Council Member Steve Croft
Council Member Diane DuBois
Council Member Todd Rogers

ENTRANCE AND MONUMENT SIGN CONCEPTS

Community Relations Manager Sheryl Musicant-Stewart stated that staff had been reviewing the status of City entrance and monument signs and had found a disparity of design and materials. Professional expertise had been sought from the marketing/branding consulting firm of Slover & Kinsbursky. She displayed slides and reported that there were currently 22 pole-mounted and 3 monument City entrance signs and that contingent on funding availability, staff would propose the addition of 2 monument and 13 pole-mounted signs. She noted that the monument signs in particular had suffered from weather and termite damage and were in need of replacement. She stated that the purpose of this presentation was to review the proposed designs, get feedback to clarify the vital elements of a new design, and for the City Council to appropriate an additional \$10,000 to the project account to continue work on the project.

Julie Kinsbursky displayed slides of existing signage, noting that since there was no single design, presentation of the City's message was fragmented. She displayed proposed designs and advised that branding was important. She noted that some of the sign designs were decades old and that the City Council might wish to consider contemporizing with a new, single design. She reviewed that Phase One of the project had been an audit of existing signage, with Phase Two providing strategic planning. She suggested the Council consider the use of the designation, "Sportstown, USA" since it was unique to Lakewood and would appeal to families, and the designation, "Tree City, USA." Additionally, she suggested consideration of using the 50th Anniversary slogan, "Times Change. Values Don't." in place of the City's old motto, "Tomorrow's City Today."

Keith Slover, responding to a question from the Council, stated that Phase Three would include taking the conceptual designs and evaluating potential materials, design refinement to ensure visibility and selecting colors.

Responding to a question from Mayor Esquivel, Public Works Director Lisa Rapp stated that staff could evaluate the pole sign locations and de-clutter the poles as much as possible to improve visibility for the entrance signs.

ENTRANCE AND MONUMENT SIGN CONCEPTS - Continued

Vice Mayor Van Nostran stated that he did not care for the design utilizing the silhouette of a sycamore tree. He stated that use of the tree in the sign design would take away from the branding of the City logo, which was currently contained on nearly everything from stationery to City vehicles, and would be cost prohibitive to change. He stated that he would like to see an entrance sign located on every street at the City boundary.

Council Member Croft stated he did not care for the tree design either, but would be interested to see the same design with the City's logo in place of the tree. He also indicated that he would favor moving away from the traditional blue and yellow, to new colors for the pole signs. He stated he like the use of the "Sportstown, USA" and "Tree City, USA" designations on the signs. He agreed that the number of signs should be expanded.

Council Member Rogers stated that he would like to see additional color schemes for the pole signs and would also like to see the proposed design with the sycamore tree replaced by the City's logo.

Assistant City Manager Michael Stover recommended removing the wording around the logo in order to make the design cleaner.

Council Member DuBois stated that she would also like to see other color schemes for the pole signs and the design with the logo substituted for the tree. She noted that the model of the tree design would have more longevity than the model with the roof line.

Ms. Musicant-Stewart noted that the model with the roof line had been intended to be a take-off of the Pillars of Community design.

Vice Mayor Van Nostran stated that while the slogan, "Tomorrow's City Today" had worked well for Lakewood's first 50 years, he felt it was time for something new and would support the use of the 50th Anniversary slogan, "Times Change. Values Don't."

Council Member DuBois stated that she also felt the time was right to move on with the new slogan.

COUNCIL MEMBER ROGERS MOVED AND COUNCIL MEMBER CROFT SECONDED TO APPROPRIATE \$10,000 FOR THE CONTINUATION OF THE SIGN PROJECT. THERE BEING NO OBJECTION, IT WAS SO ORDERED.

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At 6:03 p.m., Mayor Esquivel called for a brief recess. At 6:05 p.m., the City Council Meeting was reconvened.

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ON- AND OFF-STREET PARKING STUDY

Community Development Director Chuck Ebner stated that as a result of the previous session on this issue, staff had sought the traffic engineering expertise of Willdan to assist in determining what other cities were doing regarding on- and off-street vehicle parking.

Joanne Itagaki, Willdan, displayed slides and made a presentation regarding other Southern California cities that had parking restrictions in place. She explained provisions of regulations recently adopted by the City of Huntington Beach and by the City of La Palma, noting that the La Palma changes would not take effect until January 2006. She noted that the penalty for a La Palma violation was a regular parking ticket.

Ms. Itagaki continued by reporting that the City of Buena Park had proposed a parking ordinance, but had not adopted the ordinance due to opposition from the public, mostly based on mis-information. She advised that any such change would require an extensive public information campaign to get accurate information out to the residents.

Responding to a question from Council Member DuBois, Ms. Itagaki stated that many cities adopted the Los Angeles County Code sections pertaining to detached trailers.

Council Member DuBois stated that if the City Council was not able to find a way to address the parking issue, it should be acknowledged that no action would be taken.

Council Member Rogers inquired if adoption of the County Code sections had previously been addressed for Lakewood. Mr. Ebner stated that the Lakewood Municipal Code referenced commercial trailers and exempted others such as boat trailers.

Council Member Rogers stated the logic for looking at what other cities were doing was that the City Council was committed to addressing this issue and that he perceived it as a safety issue. He stated he would like to have more detailed information on the Huntington Beach ordinance.

Council Member Croft agreed that some action was necessary and that he would be interested in a phased approach, with reasonable constraints rather than any type of complete ban.

In response to a question from Vice Mayor Van Nostran, Mr. Ebner stated that about 30 percent of Lakewood lots might be able to accommodate the parking of a large vehicle on site, but room additions and other lot improvements made it difficult to pinpoint a more exact number.

Vice Mayor Van Nostran stated he would like to see more detailed information on the La Palma ordinance. He noted that with as many people as there were divided on either side of this parking issue, it was vital that the City Council find the correct solution. He stated it would be better to wait and do nothing now, than do the wrong thing for the community.

Mayor Esquivel stated that while there were many residents concerned about this issue, he had not experienced any significant problems in his neighborhood and had not received many resident complaints on this issue.

ON- AND OFF-STREET PARKING STUDY - Continued

Council Member Rogers stated he wanted to see data on alternate day street sweeping for each side of a street, and that this issue could not be resolved without taking that information into consideration. He concluded by stating that the next time this issue was before the City Council, he would like to have specific actions proposed and deliberated upon.

Council Member DuBois inquired if a previous proposal by Southern California Edison Company for recreational vehicle parking in their power line easements was a dead issue, noting that the on-street parking might not be such an issue if alternatives were provided. City Manager Howard Chambers responded by stating that when the original issue, which had included public storage units as well as recreational vehicle parking, had become politicized Edison had retreated, but could be approached to see if they might still be interested in a parking-only type facility.

Vice Mayor Van Nostran concurred that it was important to have an alternative prior to any new on-street parking restrictions.

Council Member Croft stated that any plan to restrict on-street parking should include a grandfathering clause.

Responding to questions from Vice Mayor Van Nostran, Accountant/Deputy Treasurer Doug Butler stated that it was necessary to mark parked vehicles in some manner in order to have physical proof that a vehicle had not been moved in a 72-hour period. He also advised that approximately one third of all parking citations were contested by the vehicle owner.

ADJOURNMENT

There being no further business to be brought before the City Council, Mayor Esquivel adjourned the meeting at 6:50 p.m.

Respectfully submitted,

Denise R. Hayward, CMC
City Clerk