

Honorable Chair and Members
of the City Council Citizen Development and Enrichment Committee
City Hall
Torrance, California

Members of the Committee:

SUBJECT: Conceptual Design and Future Maintenance of the Hollywood Riviera Gateway Project.

RECOMMENDATION

Recommendation of the City Manager and the Public Works Department that the Torrance City Council Citizen Development and Enrichment Committee provide conceptual approval on the proposed design and future maintenance of the Hollywood Riviera Gateway Project.

BACKGROUND

At the November 12, 2013 City Council meeting, under Oral Communication, representatives Karen Lent and Dina Wiley from the Friends of the Hollywood Riviera (FHR) presented a rendering of a gateway sign to be located in the grass strip, service road median along Palos Verdes Boulevard at Via Monte d'Oro. The sign would identify the area as being the Hollywood Riviera, established in 1928 and would help preserve and celebrate the area's heritage.

On January 3, 2014 staff met with FHR representatives Karen Lent, Janet Hart and Cavin Shorter to review their first draft of the proposed gateway project. The design was then brought forward to the Streetscape Team, which includes staff from the following City departments:

- City Manager's Office
- Community Development
- Community Services
- Public Works

The purpose of the review by the Streetscape Team was to discuss any maintenance, visibility and/or safety concerns. Because the Streetscape Team does not include staff from the Police Department, the conceptual design was also shared with the traffic and patrol lieutenants, as well as the community lead officers. Once all input was received, comments were provided back to the FHR representatives. On March 4, 2014, FHR representatives Karen Lent and Janet Hart met with staff and

presented the second, revised conceptual design. Staff gathered input from the Streetscape Team meeting held on March 14, 2014 and provided comments back to the FHR. A final, revised conceptual design was then created and brought back for the Streetscape Team's review on March 28, 2014.

ANALYSIS

After review of the current design proposal, all comments requested by the police department and the streetscape team have been addressed. Therefore, the design is ready for input from the Citizen Development and Enrichment Committee (CDEC).

FHR has a benefactor, Cavin Shorter, who is donating \$15,000 for the design and construction of the gateway project. The FHR logo and a donation/dedication marker are proposed to be placed on the back of the gateway sign to provide a brief history of the area while also recognizing the generosity of their benefactor. The shape of the sign, the lettering font, and the tiles placed around the planter are all proposed to be of the type and style from the period of historical significance when the Hollywood Riviera was first established in 1928.

Prior to construction of the sign, the City and the FHR will enter into a maintenance agreement to identify the specific responsibilities of both parties. In general, the main factors will be divided as follows: FHR agrees to perpetually maintain the sign and proposed planter. FHR also agrees to provide for the design and modification of the existing irrigation system which will have to be relocated to accommodate the location of the proposed sign and planter. The design and construction of the irrigation modification must ensure that the proper coverage of the existing landscape is provided for, and that it also accommodates the needs of the proposed planter. The City will continue to mow the area around the sign and as such, FHR will include in their design, a 6" wide mow strip around the sign and planter. Similarly, FHR will fund the labor and materials for the anti-graffiti coating on the sign and provide for the subsequent re-applications of the coating if the City agrees to provide the services and materials to remove the graffiti (should it occur). In the event the sign is damaged or demolished, either by an act of nature or man, the City will assist in the clean-up efforts, but the repair and/or replacement of the sign will be paid for by the FHR.

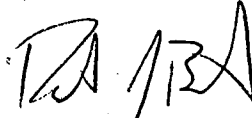
Additionally, FHR is exploring the lighting needs for the sign, including: short and long-term cost, performance and maintenance. Initially, a solar lighting option will be explored and upon receiving specifications of the type of solar power source and/or panel from FHR, the City can review the feasibility of mounting the solar panel to the existing City owned traffic signal pole. However, this is not a guarantee and will need to be determined at a later date once the specifications of the panel are made available to the City. If solar power does not meet the specification of either FHR or the City, other lighting options will be explored.

If the Committee concurs with conceptual approval, a recommendation can then be made to the City Council for final approval. If Council approves, the FHR can move forward and hire an engineering consultant firm to produce engineering plans for the gateway project, which includes the sign, foundation, landscaped planter, and solar lighting. Public Works has an upcoming pavement rehabilitation project along Palos Verdes Boulevard from Pacific Coast Highway to the southern city limit. Via Monte d'Oro is within these project limits. If engineering plans can be obtained before the Palos Verdes Boulevard Rehabilitation (I-121) is advertised for bid, the City can add the Gateway Project as a bid alternate to be constructed with the project. Alternatively, if plans are received after the project is bid, but construction has not yet been completed, a price for constructing the Gateway project can be obtained from the contractor who was awarded the project. Should the timing not allow for either option, and/or if the prices come in too high, the FHR can elect to construct the Gateway Project on their own, as long as they have received the necessary approval and permit to construct within the City's right of way.

Staff recommends conceptual approval of the Gateway Project concept.

Respectfully submitted,

Rob Beste
PUBLIC WORKS DIRECTOR



Robert J. Beste
Public Works Director



Beth Overstreet, P. E.
Engineering Manager

CONCUR:



Leroy J. Jackson
City Manager

- Attachments: A. Vicinity Map and Street View of Palos Verdes Boulevard and Via Monte d'Oro
B. Gateway Project Concept Drawings by the Friends of the Hollywood Riviera dated March 28, 2014

Vicinity Map and Street View



Vicinity Map

Sign Location

N.T.S.



Street View

FRIENDS OF THE HOLLYWOOD RIVIERA

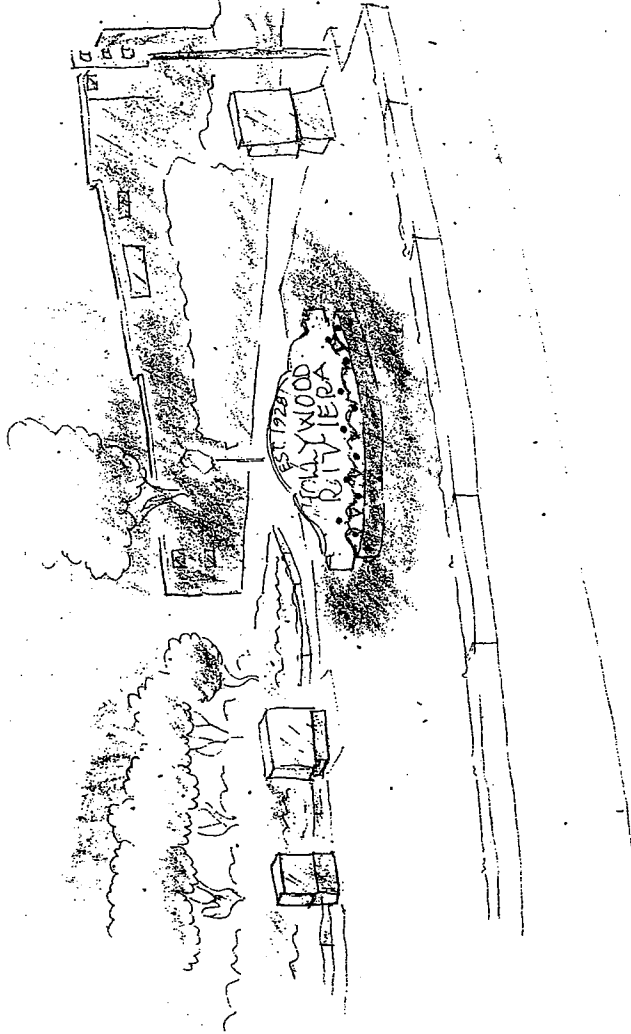
GATEWAY PROJECT CONCEPT DRAWINGS

REVISED

February 14, 2014

March 14, 2014

March 28, 2014



VIEW FROM PALOS VERDES BLVD.

FRIENDS OF THE HOLLYWOOD RIVIERA GATEWAY PROJECT

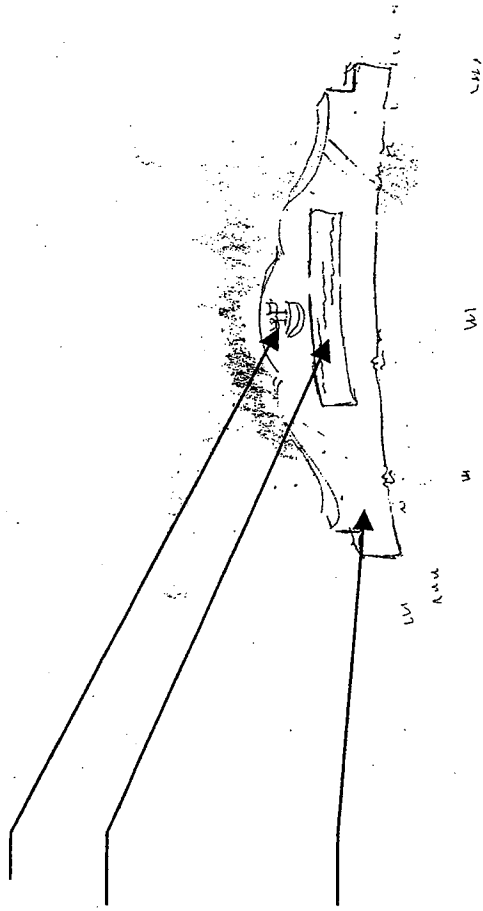
REVISED March 28, 2014

Janet Hart

FRIENDS' LOGO

DONATION MARKER
(Proposed Text Attached)

SMOOTH CONCRETE
FINISH



VIEW FROM THE REAR SIDE

FRIENDS OF THE HOLLYWOOD RIVIERA GATEWAY PROJECT

REVISED March 28, 2014
Janet Hart

Proposed Dedication Text

HOLLYWOOD RIVIERA - - TORRANCE, CA.

Clifford F. Reid established Hollywood Riviera in 1928 on a one mile square parcel of land he obtained from the Huntington Company. Reid coined the name to reflect the coastline's resemblance to the French Riviera and his hope to attract film stars as residents.

Reid's company first constructed a sales office located across Monte d'Oro from here. In 1930, the Hollywood Riviera Beach Club, deeded to homeowners, opened on the bluff at the end of Calle Miramar. Ultimately, the Great Depression and World War II limited development to just 43 red tile roof homes and one apartment house which were completed by 1941. When the restriction to Mediterranean or Spanish architectural styles was lifted after the war, custom and tract homes began to fill the vacant lots.

Reid lived here with his wife until his death in 1957. The sales office was demolished and the Beach Club burned down, both in 1958. Today the neighborhood--whose boundaries now extend from the ocean eastward to Hawthorne Boulevard—contains approximately 3,100 homes.

Placed by the Friends of the Hollywood Riviera, July 2014

Benefactor: Cavin Shorter

FRIENDS OF THE HOLLYWOOD RIVIERA GATEWAY PROJECT

REVISED March 28, 2014
Janet Hart

Notes:

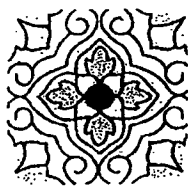
1. Removed shrubs adjacent to Palos Verdes Blvd.
2. Removed all shrubs adjacent to utility boxes
3. Removed rear seat wall behind Gateway
4. Removed concrete pad behind Gateway
5. Replaced Gateway stucco finish with smooth concrete finish
6. Replaced Hollywood Riviera historical markers on rear of Gateway with one dedication marker.
7. Replaced "1928" on front of Gateway with "Est. 1928"
8. Added text "Torrance, Ca"
9. Added three painted utility boxes
10. Added mow strip at base of planter
11. Added engraved lettering
12. Added graffiti protection
13. Proposed Solar, LED spot lights with solar panel(s) mounted on a traffic light box. (Cost and functionality TBD)

FRIENDS OF THE HOLLYWOOD RIVIERA GATEWAY PROJECT

REVISED March 28, 2014

Janet Hart

HOLLYWOOD RIVIERA



FRIENDS OF THE HOLLYWOOD RIVIERA GATEWAY PROJECT

REVISED March 28, 2014
Janet Hart