

BURBANK REDEVELOPMENT AGENCY
MARCH 25, 2003

A regular meeting of the Burbank Redevelopment Agency was held in the City of Burbank Council Chamber, 275 East Olive Avenue, on the above date. The meeting was called to order at 6:35 p.m. by Mr. Laurell, Chairman.

Invocation The invocation was given by Chaplain Sally Kinarthy, Providence Saint Joseph Medical Center.

Flag The pledge of allegiance to the flag was led by Jim Casey.
Salute

ROLL CALL

Present- - - - - Members Golonski, Murphy, Ramos, Vander Borght and Laurell.

Absent - - - - - Members None.

Also Present - - Ms. Alvord, Interim City Manager; Mr. Barlow, City Attorney; Mrs. Georgino, Assistant Executive Director; and, Mrs. Campos, Secretary.

7:59 P.M. Following a public hearing, a Council report and the combined oral
Meeting communications, the Council and Redevelopment Agency held a
Continued joint meeting.

Jt Mtg w/Council Mr. Bates, Redevelopment Project Analyst, reported on July 11,
RA 60 2000, the Redevelopment Agency directed staff to implement a
Implementation Village Public Improvement and Program package which included
of Downtown analyzing a Downtown Wayfinding and Signage Program to
Wayfinding reinforce the visual identity of downtown Burbank through
Signage Prog. directional signage, improve awareness of regional destinations and
 improve vehicular circulation within the area. He added once
 established, this system would direct visitors to free public parking
 areas within downtown, as well as direct pedestrians to shops,
 restaurants, movie theaters, government and civic offices. He
 stated the three districts and major destinations located within
 downtown have been identified as the Civic District, Village
 District, and Mall District, noting their civic, economic and/or
 regional significance.

He presented the five sign types that included: the freeway off-ramp directional signage; the primary directional signage for major streets; the secondary directional signs for smaller streets; the parking identification signs; and the district identification sign.

He noted staff contacted various civic groups and committees for public input including the Burbank Stakeholders Association, the Downtown Parking Management Committee, and the Steering Committee for the Property Based Improvement District (PBID) and received support for the Wayfinding Signage Program. He added the program comprised of 120 signs with a total estimated cost of

\$300,000 and noted staff's current efforts of working with a consultant in formulating a PBID for the downtown area which will include mechanisms for raising funds to pay for the actual cost of improvement and services within the downtown area, and that portions of the initial cost could be reimbursed by the PBID.

Ms. Murphy inquired if the signs would be illuminated and Mr. Bates informed the Council the signs would be designed with translucent ink which is highly reflective with automobile headlights.

Mrs. Ramos requested clarification on the possibility of reimbursement from the PBID and Mrs. Georgino stated all the proposed PBID improvements would be brought back to the Council for approval.

Mr. Vander Borcht expressed concern regarding the color and design, and asked if the signs could have the traditional California Department of Transportation (Caltrans) color, and an industry standard such as using "P" for parking. Mrs. Georgino noted the signs were designed with a desire to create a unique environment in the downtown area and pointed out that parking signs were already designated with a large "P".

Mr. Golonski stated he was in support of the Wayfinding Signage Program but noted the excessive cost, especially for the smaller identification signs. He indicated support of a pilot program, including a sample installation to assess the program's effectiveness; however, he expressed support of the Caltrans Downtown Burbank signage on Interstate 5.

Ms. Murphy inquired as to support by the property owners in the PBID, and Mr. Bates confirmed property owners were supportive.

Mr. Laurell indicated support of the program and noted the need for the proposed Wayfinding Signage Program in the downtown area.

Motion

It was moved by Ms. Murphy and seconded by Mrs. Ramos that "staff be directed to complete final designs and initiate a competitive bidding process for the fabrication, construction and installation of the signage program."

Carried

The motion carried by the following vote:

Ayes: Members Murphy, Ramos, and Laurell.
Noes: Members Golonski and Vander Borcht.
Absent: Members None.

City Council
Reso. Adopted The City Council Resolution No. 26,456 Requesting Installation of Signs on State Highway Right of Way for the Purpose of Guiding Motorists to the City's Downtown Area (I-5 Freeway) was adopted.

8:20 P.M.
Recess The Agency recessed at this time to permit the City Council to continue its meeting. The Agency reconvened at 10:47 p.m. for public comment with all members present.

11:02 P.M.
Adjournment There being no further business to come before the Agency, the meeting was adjourned at 11:02 p.m.

Secretary

APPROVED JUNE 17, 2003

Chairperson