

Agency Meeting of
December 12, 2006

Agency Agenda Item 4A

Companion to Council Item

Honorable Chairman and Members
of the Torrance Redevelopment Agency
City Hall
Torrance, California

Members of the Agency:

SUBJECT: Redevelopment Agency – Approve proposed design and locations of ‘Old Torrance Founded 1912’ signage (Companion item to Council Item) Expenditure: \$8,250

RECOMMENDATION

The Deputy Executive Director recommends that the Redevelopment Agency approve the proposed design and locations of ‘Old Torrance Founded 1912’ signage that identifies the Original Torrance Tract.

Funding:

\$6,050 is available from the Community Development Operating Budget and \$2,200 is available from the Redevelopment Agency Downtown Capital Project Fund.

BACKGROUND AND ANALYSIS

At the July 26, 2005 City Council meeting, the City Council approved a Resolution (Resolution No. 2005-58) that designated the Original Torrance Tract as ‘Old Torrance Founded 1912’. At this meeting, it was proposed that signage be installed so that residents and visitors recognize this special area of Torrance.

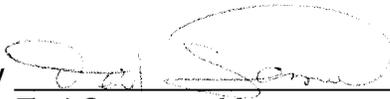
The proposed ‘Old Torrance Founded 1912’ signs will have a similar look to the ‘Welcome to Torrance’ monument signs and advance street name signs located on Hawthorne Boulevard. The new signs will continue our efforts to develop an identifiable signage program throughout the City of Torrance. The proposed signs will include the blue arch shape band of ‘Torrance’ on the top, leaf detail as a background and the City Seal. The text/copy (‘Old Torrance Founded 1912’) will be white with a black outline. The signs will be 45” in height and 30” wide. Staff obtained a price quote of \$8,250 for the manufacture of 30 signs. A copy of the proposed sign is included as an attachment (Attachment A) and a prototype of the sign is available for viewing.

Staff has identified 20 potential locations for these new signs (Attachments B and C). The signs are proposed around the perimeter of the Original Torrance Tract and along major arterials. The map and associated list of potential locations are given to identify the approximate location of the signs. The placement of signs may change slightly depending on site conditions i.e. ability to attach to existing poles, number of existing signs and visibility issues. Since the Original Torrance Tract includes properties both in and out of the Downtown and Industrial Redevelopment Project Area, this item is a companion item to the City Council item.

Staff anticipates that it would take 30-60 days to manufacture the signs. Installation of the signs will be conducted by the Public Works Department.

Respectfully submitted,

Jeffery W. Gibson
Deputy Executive Director

By 
Ted Semaan, Manager
Redevelopment and
General Plan Divisions

CONCUR:



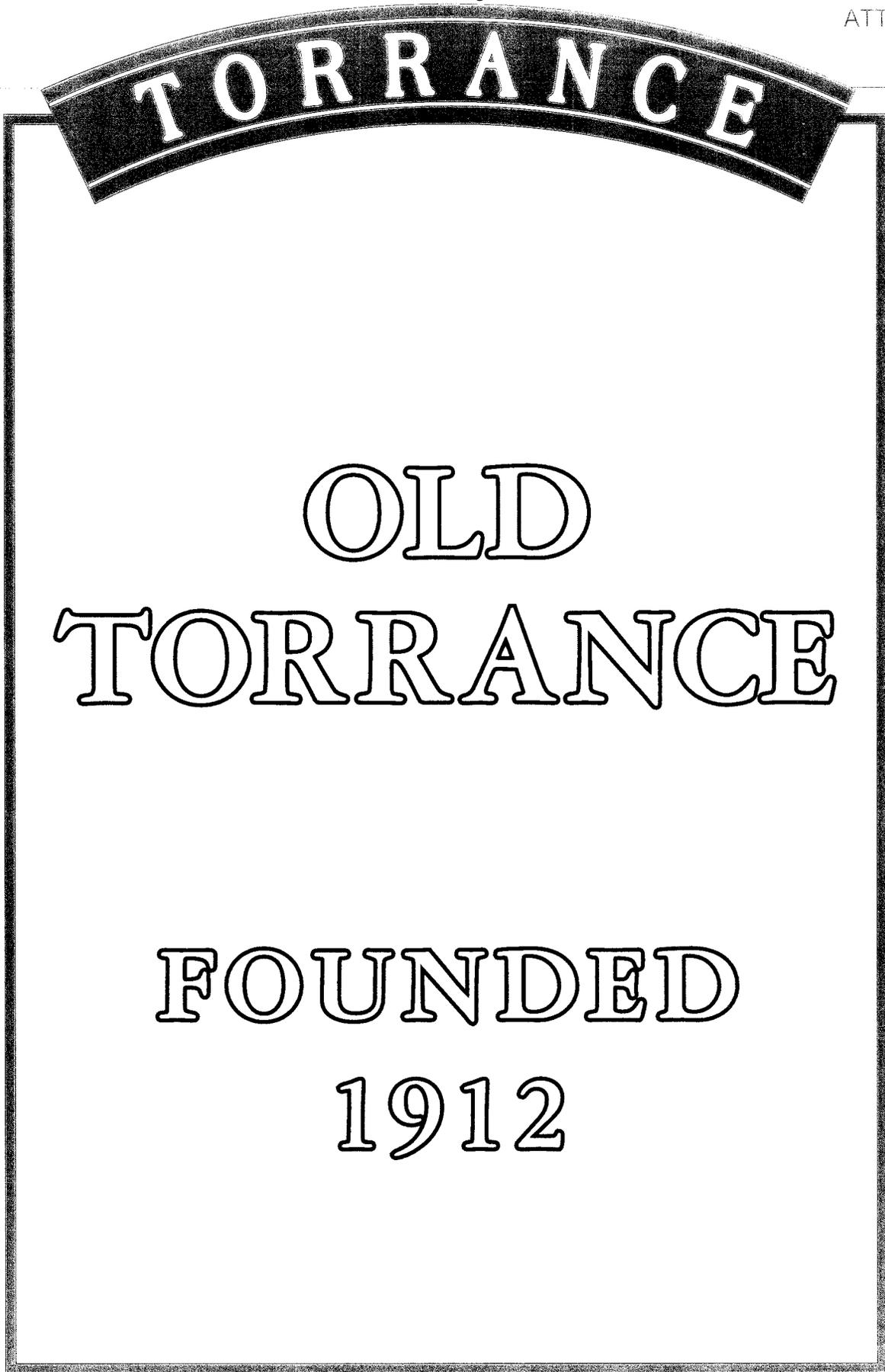
Jeffery W. Gibson
Deputy Executive Director



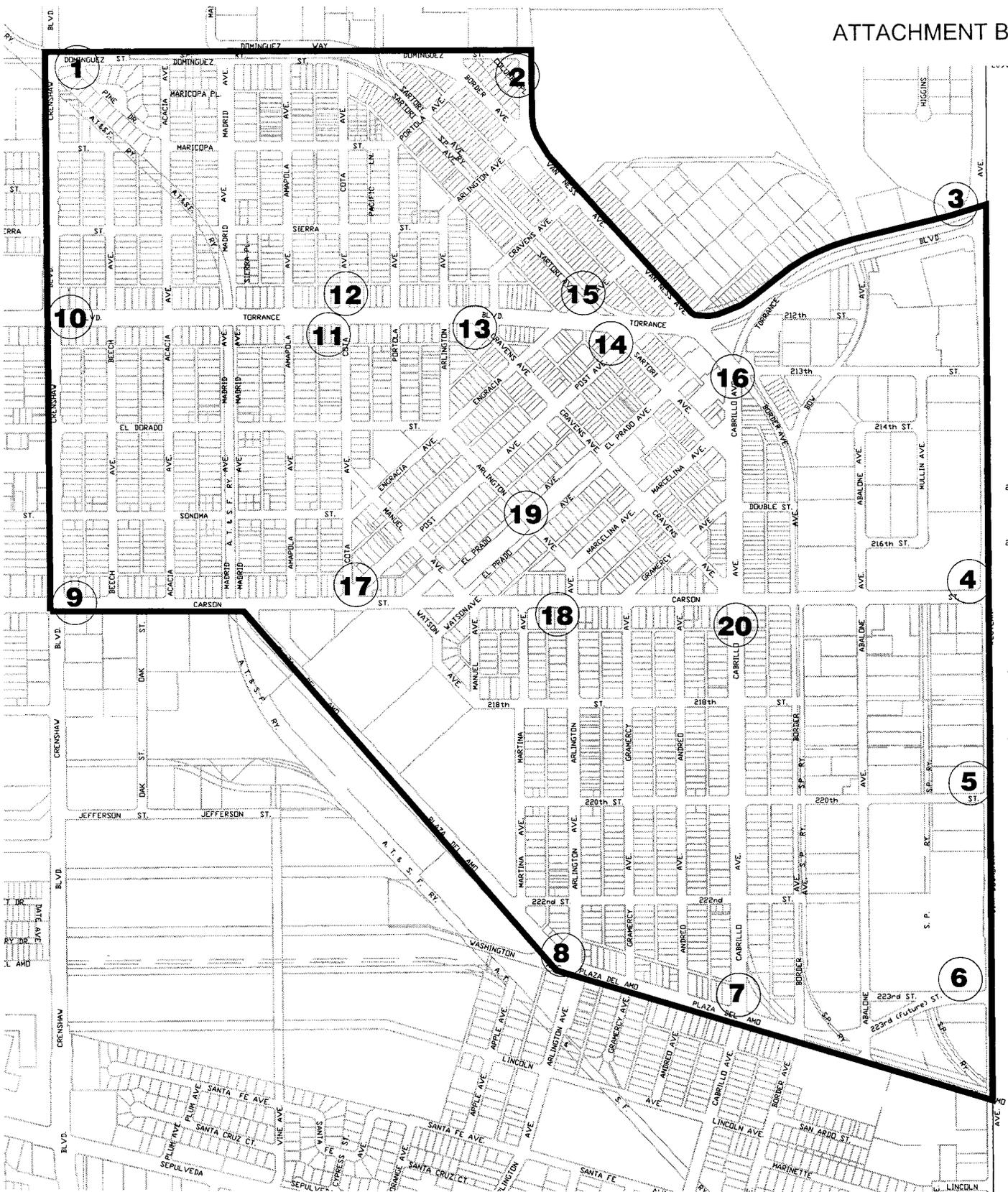
LeRoy J. Jackson
Executive Director

Attachments:

- A. Proposed Design 'Old Torrance Founded 1912' signage (Limited Distribution)
- B. Map – 'Old Torrance Founded 1912' Potential Sign Locations
- C. List of Potential Sign Locations



New Concept

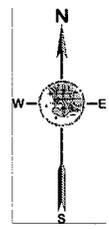


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MAPPED BY:
GIS SECTION
COMMUNITY DEVELOPMENT DEPARTMENT
JEFFERY W. GIBSON
COMMUNITY DEVELOPMENT DIRECTOR

OLD TORRANCE FOUNDED 1912 POTENTIAL SIGN LOCATIONS



NOT TO SCALE

LINES AND PHOTOS ARE APPROXIMATE.
NOT TO BE USED FOR ESTABLISHING
ABSOLUTE OR RELATIVE POSITIONS.

OLD TORRANCE FOUNDED 1912 POTENTIAL SIGN LOCATIONS

1	Dominguez Street	East of Crenshaw Blvd.	Parkway; Eastbound
2	Van Ness Street	South of Dominguez St.	Parkway; Southbound
3	Torrance Boulevard	West of Western Ave.	Parkway; Westbound
4	Carson Street	West of Western Ave.	Parkway; Westbound
5	220 th Street	West of Western Ave.	Parkway; Westbound
6	223 rd Street	West of Western Ave.	Parkway; Westbound
7	Cabrillo Avenue	North of Plaza Del Amo	Median; Northbound
8	Arlington Avenue	@ Plaza Del Amo	City parcel; Northbound
9	Carson Street	East of Crenshaw Blvd.	Parkway; Eastbound
10	Torrance Boulevard	East of Crenshaw Blvd.	Parkway; Eastbound
11	Cota Avenue	South of Torrance Blvd.	Parkway; Southbound
12	Cota Avenue	North of Torrance Blvd.	Parkway; Northbound
13	Cravens Avenue	South of Torrance Blvd.	Parkway; Southbound
14	Sartori Avenue	South of Torrance Blvd.	Parkway; Southbound
15	Sartori Avenue	North of Torrance Blvd.	Parkway; Northbound
16	Cabrillo Avenue	South of 213 th St.	Median; Southbound
17	Carson Street	@ Cota Ave./Post Ave.	Parkway; Northbound
18	Arlington Avenue	South of Carson St.	Parkway; Southbound
19	Arlington Avenue	@ El Prado Ave.	Parkway; Northbound
20	Cabrillo Avenue	South of Carson St.	Median; Southbound

