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HUNTINGTON BEACH

Council/Agency Meeting Held: _____	City Clerk's Signature
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<input type="checkbox"/> Approved <input type="checkbox"/> Conditionally Approved <input type="checkbox"/> Denied	
Council Meeting Date: 1/17/2006	Department ID Number: ED 06-04

**CITY OF HUNTINGTON BEACH
REQUEST FOR COUNCIL ACTION**

SUBMITTED TO: HONORABLE MAYOR AND CITY COUNCIL

SUBMITTED BY: *Penelope Culbreth Graft*
PENELOPE CULBRETH-GRAFT, CITY ADMINISTRATOR

PREPARED BY: STANLEY SMALEWITZ, DIRECTOR OF ECONOMIC DEVELOPMENT *Stanley Smalewitz*

SUBJECT: AUTHORIZE APPROPRIATION OF FUNDING FOR CONSULTANT TO DEVELOP DESIGN CONCEPTS FOR CITY'S ENTRY NODES

Statement of Issue, Funding Source, Recommended Action, Alternative Action(s), Analysis, Environmental Status, Attachment(s)

Statement of Issue: The Urban Design Element to the City's General Plan identified the existing condition of several of the City's entry points (Entry Nodes) as needing stronger definition. Staff has completed a Request for Proposal process and is ready to select a design professional. However, this process occurred after the City's 2006 budget was approved and no General Fund monies exist in the Economic Development Department for this purpose. Accordingly, an appropriation of \$30,000 is hereby requested.

Funding Source: Unappropriated General Fund Balance, Fund 100, to Business Unit 10080101.69365. Fiscal Impact Statement is attached.

Recommended Action: Motion to:

1. Authorize appropriation of \$30,000 from the unappropriated General Fund balance;

Alternative Action(s): Do not approve and advise staff how to proceed.

E-9

REQUEST FOR COUNCIL ACTION

MEETING DATE: 1/17/2006

DEPARTMENT ID NUMBER: ED 06-04

Analysis: The City's General Plan of May 13, 1996 states, "Huntington Beach has no strongly coordinated defined points of entry from surrounding communities and the San Diego Freeway. They are not clearly marked and changes in the visual character between surrounding communities are not apparent." To remedy this lack of well-defined points of entry, the City Council approved an H Item by Councilmember Bohr that directed staff to hire a consultant to conduct a design competition involving the colleges and universities for the design of 11 entry nodes. After consultation with Councilmember Bohr and to significantly speed up the process to make improvements at these primary entry nodes, the direction was slightly modified to select a consultant to design a minimum of three concepts and present these concepts for public review and comments at a maximum of five public meetings. Accordingly, Requests for Proposals were distributed to literally hundreds of potential designers either directly or through professional associations, as well as being placed on the City's website for public participation. The City received eight proposals, and each was from a well-qualified firm with experience in designing signage for public spaces. Because of the high level of general qualifications, a panel representing four different city departments interviewed and rated each firm. The proposals from the top three ranked firms were re-reviewed by the panel so that staff could recommend one firm for the design work.

Subsequent to the City Council appropriating the requested General Fund monies, an administrative professional services agreement will be prepared, including a detailed scope of work and proof of insurance, and executed on behalf of the City by the Director of Economic Development. Included in the scope of work to be performed by the selected consultant will be the aforementioned preparation of at least three concepts for the entry nodes, followed by presentation at a maximum of five public events designated by the City. It is believed the three concepts can be ready for public input within approximately three months.

Environmental Status: Not applicable

Attachment(s):

City Clerk's Page Number	No.	Description
3	1.	Fiscal Impact Statement

E9.3

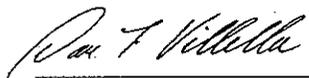
ATTACHMENT #1

	CITY OF HUNTINGTON BEACH INTERDEPARTMENTAL COMMUNICATION
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TO: PENELOPE CULBRETH-GRAFT, DPA, CITY ADMINISTRATOR
FROM: DAN T.VILLELLA, CPA, FINANCE OFFICER
SUBJECT: FIS 2005-06 – 09 AUTHORIZE APPROPRIATION OF FUNDING FOR
CONSULTANT TO DEVELOP DESIGN CONCEPTS FOR CITY'S
ENTRY NODES
DATE: JANUARY 6, 2006

As required by Resolution 4832, this Fiscal Impact Statement has been prepared for
“Authorize Appropriation Of Funding for Consultant to Develop Design Concepts for City's
Entry Nodes”

If the City Council approves this action (total appropriation \$30,000) the estimated
unaudited, unreserved/undesignated General Fund Balance at September 30, 2006 will be
reduced to \$3,769,000.



Dan Vilella,
Finance Officer