



# AGENDA REPORT

BEACHES, PARKS & RECREATION COMMISSION  
Meeting Date: May 12, 2015

Agenda Item 5B

Approvals:

Dept. Head 67

Manager \_\_\_\_\_

Admin. Assistant M

**Department:** Beaches, Parks & Recreation  
**Prepared By:** Pamela Passow, Recreation Manager

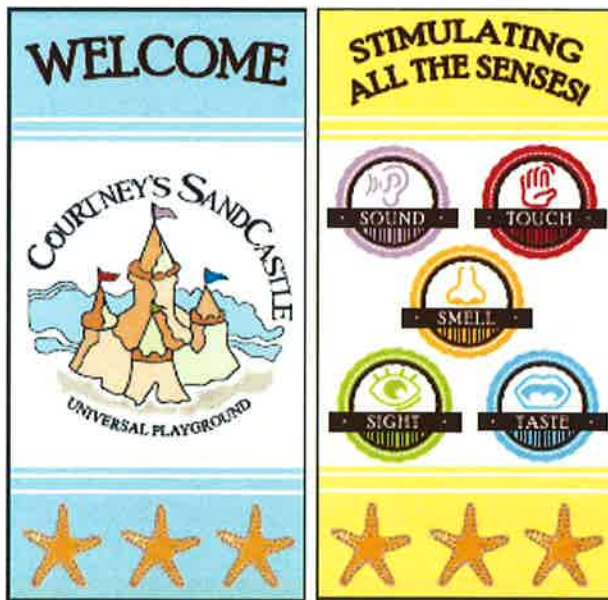
**Subject:** *PROPOSED SIGNAGE AT COURTNEY'S SANDCASTLE PLAYGROUND.*

**Fiscal Impact:** \$1,200. There are sufficient funds available in the project to pay for the signage.

**Summary:** Staff recommends that the Beaches, Parks & Recreation Commission provide a recommendation regarding the proposed signage at Courtney's SandCastle Playground.

**Background:** The Courtney's Sandcastle portion of the Vista Hermosa Sports Park is an award winning 100% universally accessible playground facility. On March 21st, the Phase II Sensory Garden of Courtney's Sandcastle opened. Its development was supported by fundraising by the Courtney's SandCastle Charitable Foundation, coordination of City Staff, and City Council.

**Discussion:** The project includes four (4) single banner light pole signs. They will be attached to the light fixtures as you cross the Courtney's Sandcastle bridge to enter the play area. The banners are typical of other Light Pole Banners seen in the community. They are printed on vinyl, and are two feet wide by four feet tall. Below are images showing the two sides of the banners as well as an example of the single banner bracket to be used (note that the blue side of the banner will face the parking lot, and the yellow side will face the playground):





Example of Single Banner Bracket:



The design of the signs are playful, in character with Courtney's Sandcastle, and no design modification is recommended. The Sandcastle emblem has long been associated with the Courtney's project, and a small model of it is located onsite. The addition of the banner signs will bring emphasis of the unique character and amenities of the Courtney's Sandcastle facility, especially with the opening of the Phase II Sensory Garden. Courtney's SandCastle Charitable Foundation had the banners designed. Staff is supportive of the designs as it is in character with this particular facility within the park and will add color and playfulness to a truly unique and special amenity this community has in Courtney's Sandcastle. The Design Review Subcommittee reviewed the banners with recommended design changes, which have been implemented, and approved the banners at its April 15, 2015 meeting.

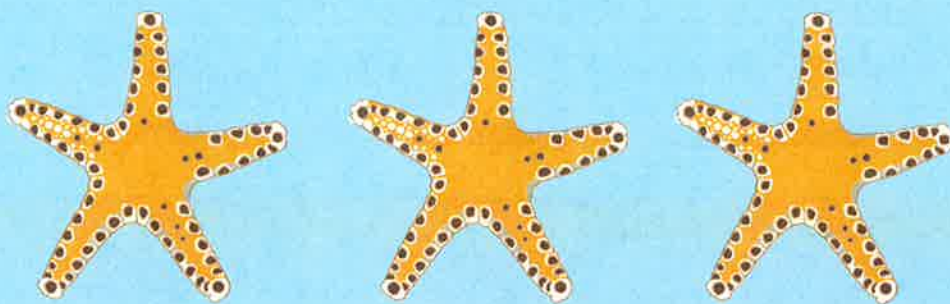
**Recommended**

**Action:** STAFF RECOMMENDS THAT the Beaches, Parks & Recreation Commission recommend approval of the proposed signage at Courtney's SandCastle Playground in the Vista Hermosa Sports Park.

**Attachments:** 1. Proposed banners  
2. Photo of proposed banner location

**Notification:** Courtney's SandCastle Charitable Foundation

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