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PUBLIC WORKS NOV 01 2011

TO CITY CLERK FOR PLACEMENT ON NEXT REGULAR COUNCIL AGENDA TO BE POSTED #56

MOTION

The California Hospital Medical Center, located along Hope Street just south of downtown Los Angeles, provides the only full service, 24 hour emergency, trauma center in the greater downtown area. The emergency facility provides critical services to both the surrounding community, and anyone needing trauma and emergency services from the region. The emergency entrance is located along Hope Street between Pico Boulevard and Venice Boulevard. Due to the existing landscaping along the parkway, visibility of the facility is very limited. Over the past several years, the California Hospital has made major investments within their facility to improve visibility to their emergency entrance through advanced guide signs and more vibrant building markers. Although these improvements have proven beneficial they do not resolve the challenge experienced by some seeking medical attention in locating the street entrance to the emergency facility.

The Bureau of Street Services (BoSS) is currently working with Council District 9 and staff from the California Hospital Medical Center to develop a streetscape plan that makes physical streetscape improvements along Hope Street, adjacent to the hospital. These plans incorporate a new raised median island along Hope Street to house a non-standard vertical gateway sign to further enhance visibility to the emergency facility. Because this proposed vertical sign messaging and layout is non-standard, the Department of Transportation (DOT) is unable to approve the installation. Nevertheless, the proposed non-standard gateway sign will be extremely beneficial to the emergency medical attention seekers to quickly locate the street entrance to the emergency facility.

I THEREFORE MOVE THAT THE City Council authorize BoSS, in coordination with DOT, to install a non-standard sign with the "EMERGENCY" message on the proposed raised median island to enhance visibility of the access point for the emergency facility, while following all applicable structural requirements.

Presented by: [Signature]
JAN PERRY
Councilwoman, 9th District

Seconded by: [Signature]

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