

TO: James L. App, City Manager

FROM: Doug Monn, Director of Public Works

SUBJECT: Roadside Memorial Sign Program

DATE: January 21, 2014

Needs: For City Council to consider a Roadside Memorial Program.

- Facts:**
1. At the meeting of May 7, 2013, the City Council requested a public discussion of roadside memorials to address concerns regarding the placement, presence and safety of impromptu street-side memorials.
 2. On September 3, 2013 a draft memorial sign program was presented. Council directed staff to formalize a program and submit it for consideration.
 3. The proposed program is a compromise between the conflicting interests of family member's understandable desire to memorialize the loss of loved ones and the City's responsibility to maintain safe streets.
 4. The City typically places standardized road signs consistent with the California Manual of Uniform Traffic Control Devices (MUTCD). The standards establish a consistent means of communicating important driving information while also minimizing driver distractions. The proposed program would likewise standardize roadside memorial signs.
 5. The Roadside Memorial Program establishes the proper placement of approved roadside memorials, addresses sign design, location, installation, cost, and time period of placement.
 6. The Public Works Department will administrate the program.

Analysis &

Conclusion: There are standards adopted for placement of signs within the public right-of-way. For the purpose of driver safety, consistency of sign types, color and location need to be considered to ensure safe vehicle operations.

The proposed program provides for the City placement of a standardized memorial sign upon request and payment by the deceased immediate family. The sign would remain in place for a period of two years then offered to the family upon its removal.

A program for installation of standardized roadside memorials eliminates the distractions of impromptu memorials and the danger of family members entering the right-of-way to place and maintain private memorial decorations.

Policy

Reference: California Manual of Uniform Traffic Control Devices

Fiscal

Impact: \$285 for sign purchase and placement.

- Options:**
- a. Adopt Resolution 14-XXX establishing Roadside Memorial Sign Program.
 - b. Amend, modify, or reject the above option.

Prepared by: Barbara Naftel-Anderton

Attachments:

- (1) Resolution
- (2) Roadside Memorial Sign Program
- (3) Application Form
- (4) Sample of Sign

RESOLUTION NO. 14-xxx

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASO ROBLES
ESTABLISHING A ROADSIDE MEMORIAL SIGN PROGRAM

WHEREAS, At the meeting of May 7, 2013, the City Council requested a public discussion of roadside memorials to address concerns regarding the placement, presence and safety of impromptu street-side memorials; and

WHEREAS, On September 3, 2013 a draft memorial sign program was presented. Council directed staff to formalize a program and submit for consideration; and

WHEREAS, The Roadside Memorial Program is a compromise between the conflicting interest of family member's understandable desire to memorialize the loss of loved ones and the City's responsibility to maintain safe streets; and

WHEREAS, The Roadside Memorial Program (Exhibit A) establishes the proper placement of approved roadside memorials, addresses sign design, location, installation, cost, and time of period placement.

NOW, THEREFORE, BE IT RESOLVED AS FOLLOWS:

SECTION 1. The City Council of the City of El Paso de Robles does hereby adopt the Roadside Memorial Sign Program effective February 1, 2014. The Public Works Department will administrate the program.

PASSED AND ADOPTED by the City Council of the City of Paso Robles this 21st day of January 2014 by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

ATTEST:

Duane Picanco, Mayor

Caryn Jackson, Deputy City Clerk



CITY OF EL PASO DE ROBLES
"The Pass of the Oaks"

Attachment 2

Roadside Memorial Program

Purpose:

To establish rules for the placement of approved roadside memorials for any traffic fatality on a City street within the City of Paso Robles.

Effective Date:

These guidelines shall become effective February 1, 2014

Scope:

An application for a memorial sign shall be submitted to the City of Paso Robles Public Works Department on forms available on the City's website www.prcity.com. Request will be accepted from the following immediate family members of the deceased: Parents(s), Sister(s), Brother(s), Spouse, Child(ren) Grandparent(s).

Sign Design:

Memorial signs erected along City streets will be 12 inches by 15 inches with crimson background and white letters. The sign shall read "In Memory of" followed by the name of the deceased.

Sign Installation:

Memorial signs will be designed, constructed, and installed by the City or a designated representative. Each sign will be installed at a safe location, as determined by the City, in the vicinity of the vehicular accident.

Only one sign will be installed per accident. Multiple victim names may appear on the sign. Love ones would need to coordinate for single sign content.

Memorial signs will not be installed within the limits of active construction work zones.

A memorial sign will only be installed in a residential neighborhood with the written permission of the resident whose property abuts the street where the memorial is to be placed. It will be the applicant responsibility to obtain the signature of the resident before the application will be processed.

Cost*:

The cost of the memorial sign is \$285 and must be submitted with the application. Should the sign be vandalized, stolen or knocked down the applicant has the option to pay the replacement cost of \$285.

Time Period:

A memorial sign will be allowed to remain in place for two (2) years. At the end of the two year period the sign will be removed. The applicant may take possession of the sign if he/she so wishes.

Non-Standard Memorials:

Non-standard memorials consisting of signage, flowers, balloons, ribbons, or other materials, are not allowed within street rights-of-way. The City will attempt to provide notification to any individual placing a non-standard memorial in a street right-of-way that such memorial must be removed. If the non-standard memorial is deemed to be a traffic hazard by the Public Works Director, the Director may authorize the immediate removal of the non-standard memorial. The Public Works Director or the Director's designate shall cause the removal of a non-standard memorial within seven (7) business days after the Director received notification of the memorial's existence.

**Any increase will be based on the purchase and placement cost of the memorial sign.*



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"The Pass of the Oaks"

Attachment 3

Roadside Memorial Sign Application

Date of Application: _____

Name: _____ Address: _____

Phone: _____ Email: _____

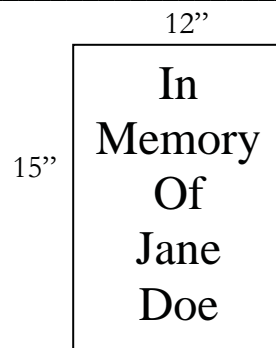
Name of Deceased: _____

Relationship to Deceased: _____

Date and Location of Accident / Closest Intersection: _____

Sign to Read:

In Memory of: _____



_____ I wish to be contacted to claim the sign after the two year display period. Should my contact information changes after submittal of this application, I will notify in writing the City of Paso Robles Public Works Department, 1000 Spring Street, Paso Robles, CA 93446.

My signature below confirms that I am an immediate family member of the deceased and have received a copy of the guidelines associated with the Roadside Memorial Program.

Applicant Signature

Office Use Only:

Sign Location in Residential Area? Yes or No

Abutting Resident's Approval Obtained: Yes or No

Application #: _____

Fee Collected: _____

Authorized By: _____

Installation Date: _____

Proposed Removal Date: _____

