

STAFF REPORT

City of Lancaster

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DATE: May 13, 2014

TO: Mayor Parris and City Council Members

FROM: Chenin Dow, Management Analyst I

SUBJECT: **Directional Signage to Downtown Lancaster from the 14 Freeway**

Recommendation:

Adopt **Resolution No. 14-18**, a resolution of the City Council of the City of Lancaster, California, authorizing and requesting the installation of directional signage on California State Route 14 to Downtown Lancaster and authorize the City Manager or his designee to execute all related documents.

Fiscal Impact:

None.

Background:

Since its streetscape revitalization in 2010, Downtown Lancaster has undergone a dramatic transformation that has attracted more than 50 new businesses and generated over \$280 million in estimated economic output. Dubbed “The BLVD,” the downtown area has not only returned to its former glory as the community center for the City of Lancaster; it is now a vibrant urban center for the entire Antelope Valley region.

The BLVD has become one of the most popular destinations in the Antelope Valley for both residents and visitors alike. To make locating The BLVD easier for these visitors, The BLVD Association, which governs the recently-enacted Downtown Lancaster Property-Based Improvement District (PBID), has proposed placing new signage along California State Route 14. Two proposed signs would direct northbound motorists to exit the freeway at Avenue K and southbound motorists to exit at Avenue I to access The BLVD. In accordance with the standards prescribed by the California Manual on Uniform Traffic Control Devices (CAMUTCD), the proposed signs would read “Downtown Lancaster.”

In order to place such signage, the California Department of Transportation (Caltrans) requires a resolution by the host city’s City Council. This marks the first step in the process to installing directional freeway signage.

This resolution offers an opportunity for the City of Lancaster to partner with The BLVD Association in an endeavor that aims to attract new patrons to the downtown area, thus supporting the City's ongoing revitalization efforts while also potentially increasing revenues to downtown businesses, all at no cost to the City.

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Attachment:

Resolution No. 14-18