



# REPORT TO COUNCIL

## City of Sacramento

# 15

915 I Street, Sacramento, CA 95814-2604  
www.CityofSacramento.org

Consent  
August 1, 2006

Honorable Mayor and  
Members of the City Council

**Title:** South Hollywood Park Neighborhood Traffic Management Program Project  
Approval Phase 1 Traffic Calming Plan (PN: TN65)

**Location/Council District:** The South Hollywood Park neighborhood is bound by Irvin Way on the north, 24<sup>th</sup> Street on the east, Fruitridge on the south and Freeport Boulevard on the west. Location map – Exhibit A of Resolution. (District 5)

**Recommendation:** Adopt a resolution approving the South Hollywood Park Neighborhood Traffic Management Program (NTMP) Project - Phase I Traffic Calming Plan (PN: TN65).

**Contact:** Debb Newton, Program Analyst, 808-6739; Kate Binning, Program Specialist, 808-8365

**Presenters:** None

**Department:** Department of Transportation

**Division:** Engineering Services Division

**Organization No:** 3439

### Description/Analysis

**Issue:** South Hollywood Park has been a participant in the NTMP since the kick-off community meeting held in October 2005. The goals of the South Hollywood Park NTMP are to reduce speeding, address stop sign compliance and to reduce cut-through traffic throughout the neighborhood.

**Policy Considerations:** The NTMP is consistent with the City's Strategic Plan for improving public safety and achieving sustainability and livability.

**Environmental Considerations:** The Development Services Department, Environmental Planning Services Division has reviewed the South Hollywood Park NTMP project and has determined that the project is exempt from the provisions of the California Environmental Quality Act (CEQA) under Class 1, Section 15301(c) and Class 11, Section 15311(a) of the CEQA Guidelines. Projects exempted under Class 1, Section 15301(c), consist of the operation, repair, or minor alteration of existing highways, streets, sidewalks, gutters, bicycle and pedestrian trails, and similar facilities involving negligible or no



expansion of use. Projects exempted under Class 11, Section 15311(a), consist of the construction or replacement of minor structures accessory to existing commercial, industrial, or institutional facilities, including but not limited to on-premise signs.

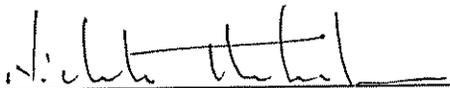
**Rationale for Recommendation:** The Phase I Traffic Calming Plan, developed by the South Hollywood Park Traffic Calming Committee, addresses speeding and cut-through traffic at key locations throughout the neighborhood through the installation of speed humps, signage and pavement legends. The plan was recently approved by a vote of residents.

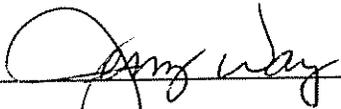
Phase I Improvements: The traffic calming plan involves placing physical devices on neighborhood streets. The Phase I plan for the South Hollywood Park neighborhood includes the installation of speed humps on Murieta Way, Hooke Way, Knight Way, Helen Way, Dana Way and Fruitridge Frontage Road. Two curve warning signs will be placed on Murieta Way at Carmen Way and Knight Way. "25" mph legends will be installed north of Fruitridge Road on Carmela Way, Helen Way, Dana Way and 23<sup>rd</sup> Street. "Hollywood Park" neighborhood signs will be erected at key entrances to the neighborhood on Murieta Way, Helen Way, Dana Way, Knight Way and Oregon Drive. A copy of the ballot, which includes device locations, is included as Resolution Exhibit B.

Ballot Results: The NTMP requires residents to vote on Phase I measures. In order to have a successful ballot, a minimum of 25% of all ballots must be returned. A majority vote (50%, plus 1) determines the ballot results. Of the ballots mailed to South Hollywood Park residents, 52.1% were returned with valid votes casted. Of these, 88% (220 votes) were in favor of the Phase I measures and 12% (30 votes) were opposed. Therefore, the minimum requirement for returned ballots was met and the majority of votes cast were in favor of the Phase I plan.

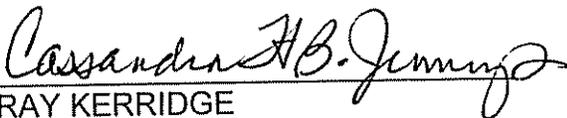
**Financial Considerations:** As of June 27, 2006, the South Hollywood Park NTMP Project (PN: TN65) has a total budget of \$29,000 and an unobligated balance of \$28,529, which is sufficient to cover the estimated cost of \$27,500 for Phase I of the South Hollywood Park NTMP Project.

**Emerging Small Business Development (ESBD):** Any goods and services will be procured in accordance with established City policy.

Respectfully Submitted by:   
Nicholas Theocharides  
Engineering Services Manager

Approved by:   
Jerry Way  
Interim Director, Department of Transportation

Recommendation Approved:

  
RAY KERRIDGE  
City Manager

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**Attachment 1**

**Background Information:**

The neighborhood Traffic Management Program (NTMP) was adopted by City Council in December 1995, and officially began in May 1996. South Hollywood Park is the eleventh neighborhood to participate in Council District 5. The kick-off community meeting for the neighborhood was held in October 2005. Since that time the following has been accomplished using the three "E's" (Education, Enforcement, Engineering) of this program:

Education

- Newsletters and flyers were sent to residents to inform them of the NTMP process.
- A survey of traffic issues was mailed to each residence for input on traffic concerns and comments for solutions.
- The radar speed board was deployed to the area for a few days each month to educate drivers of their speed.
- Traffic Calming Committee members attended a Neighborhood Traffic Class to learn more about traffic engineering practices, laws and traffic calming devices.

Enforcement

- Residents and school parents were informed through flyers about various traffic and parking laws.
- Police traffic enforcement was conducted to address speeding, stop sign violations and driver behavior around the neighborhood schools.
- Parking enforcement officers have patrolled the area for parking violations.

Engineering

- A traffic calming plan was designed by the Traffic Calming Committee, reviewed by City engineering staff and presented to neighborhood residents for comment at a community meeting.

**Attachment 2**

**RESOLUTION NO.**

Adopted by the Sacramento City Council

**SOUTH HOLLYWOOD PARK NEIGHBORHOOD TRAFFIC  
MANAGEMENT PROGRAM PROJECT PHASE 1 TRAFFIC CALMING PLAN  
APPROVAL (PN: TN65)**

**BACKGROUND**

- A. In December of 1995, the Neighborhood Traffic Management Program (NTMP) was adopted by City Council and officially began in May 1996.
- B. The South Hollywood Park Neighborhood NTMP Project (PN: TN65) began in October 2005. The project has followed the NTMP guidelines established by council resolution. Exhibit A identifies project boundaries.
- C. A traffic calming plan has been designed by residents serving on the Traffic Calming Committee and voted on by neighborhood residents with a 88% approval rate. Exhibit B (attached) is the ballot.

**BASED ON THE FACTS SET FORTH IN THE BACKGROUND, THE CITY COUNCIL  
RESOLVES AS FOLLOWS:**

- Section 1. The South Hollywood Park Neighborhood Traffic Management Program Project Phase 1 Traffic Calming Plan (PN: TN65) is approved.

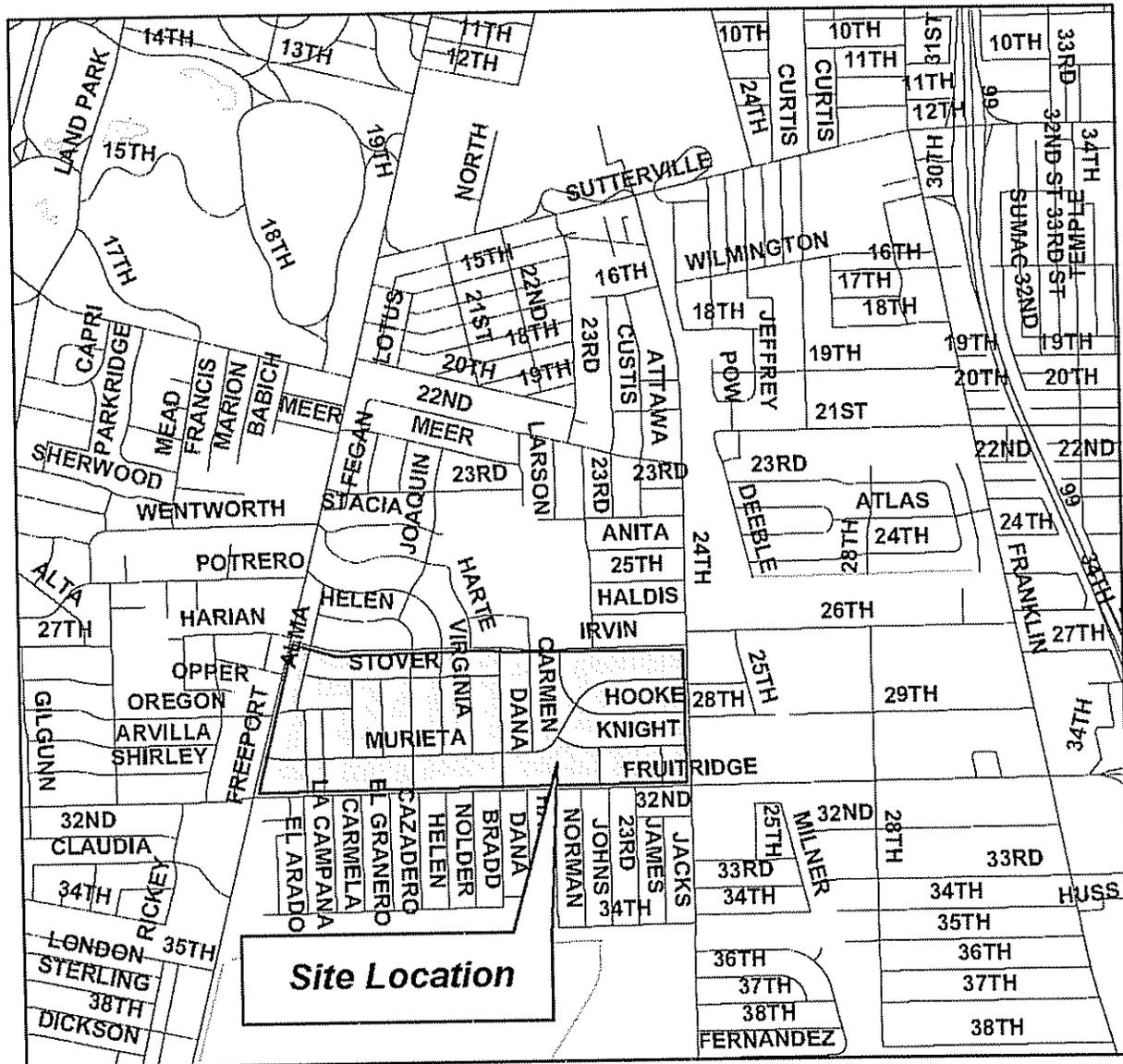
**Table of Contents:**

- Exhibit A: South Hollywood Park NTMP Location Map – 1 page
- Exhibit B: Traffic Calming Plan Ballot – 1 page

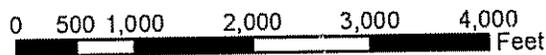
EXHIBIT A

Location map for

SOUTH HOLLYWOOD PARK NTMP NEIGHBORHOOD  
(PN:TN65)



Map Contact: Hamid Khalessi  
Date: June 26 2006



**EXHIBIT B**

**Do you want traffic calming measures in your neighborhood?**

You have the opportunity to vote on a traffic calming plan for your neighborhood. This vote is to determine if the measures recommended by the Traffic Calming Committee (TCC), which consist of residents from your neighborhood, will be implemented.

The TCC assisted city staff in developing the plan. Various measures were reviewed and agreed upon by the TCC.

**Your Vote Counts!**

Every address (residence and business) within your neighborhood has received this notice and ballot. Now is your opportunity to vote for or against the proposed traffic calming measures.

You and your neighbors will decide whether or not the traffic calming measures will be implemented in your neighborhood.

If enough votes are in favor, the plan will be presented to City Council for review, final approval and funding. In order to pass, a minimum of 25% of all ballots must be returned with a simple majority in favor of the plan.

For more information call  
**(916) 808-8300**

[www.cityofsacramento.org/transportation](http://www.cityofsacramento.org/transportation)

**Proposed Measures for Your Neighborhood**

Below are the recommended measures. If approved, the measures will be constructed at no cost to residents and /or homeowners. You are asked to vote in favor of or against the entire traffic calming plan which includes the following measures:

**Speed Humps -Install on:**

- ◆ Murietta Way between Carmelia Way & Helen Way.
- ◆ Murietta Way between Helen Way & Dana Way.
- ◆ Murietta Way between Hooke Way & 24th St.
- ◆ Hooke Way between Murietta Way & 24th St.
- ◆ Knight Way between Murietta Way & 24th St.
- ◆ Fruitridge Frontage Road between Carmelia Way and 23rd St.
- ◆ Helen Way between Stover Way & Murietta Way.
- ◆ Dana Way between Stover and Murietta Way.

**Curve Warning Signs - Place on:**

- ◆ Murietta Way at Carmelia Way and Knight Way

**25 Pavement Legend -Install on:**

- ◆ Carmelia Way, north of Fruitridge Rd.
- ◆ Helen Way, north of Fruitridge Rd.
- ◆ Dana Way, north of Fruitridge Rd.
- ◆ 23rd St, north of Fruitridge Rd.

**Neighborhood Signs**, which remind drivers to "Please Drive Safely" in Hollywood Park. Install signs on:

- ◆ Murietta Way, east of Freceport Bl.
- ◆ Helen Way, north of Fruitridge Rd.
- ◆ Dana Way, north of Fruitridge Rd.
- ◆ Knight Way, west of 24th St
- ◆ Oregon Way, east of Freceport Bl.



**It's easy to vote!**

Tear off the ballot, cast your vote and drop it in the mail. (postage is paid).  
**South Hollywood Park**

One ballot per address.  
My address

Yes - I am in favor of the measures indicated on this ballot.

No - I am not in favor of the measures indicated on this ballot.

Comments

All responses must be postmarked by

**June 16, 2006**

