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**MEMORANDUM**

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**TO:** HONORABLE CHAIRPERSON AND MEMBERS OF THE  
PUBLIC WORKS COMMISSION

**FROM:** SOL BLUMENFELD, DIRECTOR COMMUNITY DEVELOPMENT

**SUBJECT:** DOWNTOWN GATEWAY SIGNAGE – PIER AVENUE

**DATE:** 1/3/03

**CC:** STEVE BURRELL, CITY MANAGER  
HAROLD WILLIAMS DIRECTOR PUBLIC WORKS  
MARY ROONEY, DIRECTOR COMMUNITY RESOURCES  
PARKS, RECREATION AND COMMUNITY RESOURCES ADVISORY  
COMMISSION

**BACKGROUND:**

The Downtown Implementation Plan, approved by the City in 1994, calls for streetscape improvements along Pier Avenue as part of the downtown revitalization program. Pier Plaza was the first element of the Plan implemented in 1996. Gateway signs identifying the main entry to the downtown and located on both sides of the street at Pier Avenue near Pacific Coast Highway are among the improvements proposed in the plan. On the north side of Pier Avenue, the gateway sign will be located on private property and on the south side it will be located on public property. On November 12, 2002, the City Council referred this matter to the Public Works Commission for development of a design and cost estimate and to study the relocation of the Community Center monument sign relative to the gateway sign location.

**ANALYSIS:**

The property at Pier Avenue and Pacific Coast Highway has recently been redeveloped with a new Union Bank. Pursuant to Planning Commission approval, the southeast corner of the property includes electrical conduit and irrigation lines to service the City's proposed sign. Please see the attached site plan. The City worked with the project developer on the north side to ensure that the gateway location was provided as part of the project approval. The City Attorney is working with Union Bank on a long term lease to install and maintain the sign. Since one of the gateway signs is to be located on Community Center property, the project design should also be considered relative to its location on one of the City's designated parks. Now that Union Bank has been completed, the City can commence with obtaining the services of a qualified designer to prepare a plan and proceed with the gateway project.

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Sol Blumenfeld, Director

## Community Development Department

### Attachments:

1. Project Site Plan
2. Downtown Implementation Plan
3. Examples of Gateway Signs

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