

October 28, 2002

**Honorable Mayor and Members of the
Hermosa Beach City Council**

**Regular Meeting of
November 12, 2002**

SUBJECT: DOWNTOWN GATEWAY SIGN
PIER AVENUE AND PACIFIC COAST HIGHWAY

Recommendation:

That the City Council direct staff to proceed with implementing the proposed sign and refer the matter to the Public Works Commission for development of a design and cost estimate.

Background:

The Downtown Implementation Plan approved by the City in 1994, calls for streetscape improvements along Pier Avenue as part of the downtown's revitalization. Pier Plaza was the first element of the Plan that was implemented in 1996. Gateway signs identifying the main entry to the downtown and located on both sides of the street at Pier Avenue and Pacific Coast Highway are among the improvements identified in the plan. Recently the Economic Development Committee suggested implementing many of the other elements called for in the Downtown Plan. Please see attached plan.

Analysis:

The property at Pier Avenue and Pacific Coast Highway is being developed with a new bank. The bank project is nearly complete and has been designed to incorporate a location for the proposed downtown gateway sign located on the southeast corner of the property. Electrical conduit and an irrigation line has been installed in order to service the City's proposed sign. Please see attached bank site plan. Since the south side of the street is public property, it is also possible to design the downtown gateway on both sides of Pier Avenue as suggested in the Downtown Plan.

Staff suggests that if the Council wants to proceed with implementing this proposed improvement that design work commence now that the bank's site work is nearly complete. Since irrigation and electrical conduit has been stubbed to the sign location, the gateway sign can be constructed with minimal disruption to the bank property. A draft lease agreement has been prepared by the City Attorney, with a nominal one dollar per year payment in order to permit entry to the property to construct and service the proposed sign on the bank property.

Sol Blumenfeld, Director
Community Development Department

Concur:

Stephen R. Burrell,
City Manager

gateway

Attachments:

1. Downtown Plan
2. Bank Site Plan
3. Examples of Gateway Signs