

October 21, 2003

Honorable Mayor and Members of  
the Hermosa Beach City Council

Regular Meeting of  
October 28, 2003

**GATEWAY SIGNAGE AND DEWEY WEBER MEMORIAL STATUE  
AT PACIFIC COAST HIGHWAY AND PIER AVENUE**

**Recommendation:**

It is recommended that the City Council authorize staff to develop plans and cost estimates and initiate a fundraising program for the City's Gateway Signage and Dewey Weber Memorial Statue.

**Summary:**

The Public Works Commission Gateway Project Subcommittee (Commissioners Lombardo and Winnek) have developed this proposal for an entry wall with the City name and a surfer statue with water feature to be installed at Pacific Coast Highway (PCH) and Pier Avenue. This recommendation for gateway signage originated from the Downtown Implementation Plan approved by Council in 1994, which called for streetscape improvements along Pier Avenue as part of an overall plan to revitalize the downtown area. Fortunately, when Union Bank redeveloped the northwest corner, a 15' x 15' area was reserved for the proposed gateway signage.

It has been proposed that this project be funded by private donations. The Public Works Director suggested that the fund raising effort might be made easier if the statue was of a classic surfer personality who could represent the era of the mid-60's, when Hermosa Beach was considered the epicenter of Southern California surfing. Hermosa is home to many legendary names in the surfing community, many of whom are honored in the "Surfer's Walk of Fame" on the Pier. Dewey Weber stands out as a clear choice for this statue because he was one of the first media surf stars who sadly passed away ten years ago at the age of 53. Surf photographer, Leroy Grannis, also born and raised in Hermosa Beach and legend in his own right, captured the timeless photo of Dewey surfing at 22<sup>nd</sup> Street in 1966, which was featured in Surfer Magazine (see attached). Any surfer from that day knows this photo and the amazing athletic prowess of the "Little Man on Wheels", as he was affectionately referred to.

A preliminary cost estimate for this project is approximately \$150,000 - \$200,000. The statue will incorporate recognition of all donors to the "Friends of Dewey" memorial fund. Some verbal donation commitments have already been received for this memorial and gateway signage project.

The Public Works Commission approved the proposal for a memorial statue of Dewey Weber and City Gateway signage at its regularly scheduled meeting held on September 24, 2003.

With Council approval, staff will further develop design concepts and cost estimates. Staff will work with the Public Works Commission subcommittee members to implement the fund raising program. It is anticipated that some contract services will be required for architectural, landscaping and fountain design. Staff will report back to Council within three months with more detailed plans, fund raising update, and approval for any required contract services.

**Fiscal Impact:**

The proposal is to fund the memorial statue and gateway signage, with the exception of staff time, with private donations.

**Attachments:**

1. Original concept sketches
2. Refined drawings
3. Photos

Respectfully submitted,

Concur:

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Richard D. Morgan, P.E.  
Director of Public Works/City Engineer

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Stephen R. Burrell  
City Manager

Noted for fiscal impact:

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Viki Copeland  
Finance Director