

January 6, 2003

Honorable Chairman and Members of  
The Hermosa Beach Public Works Commission

Regular Meeting of  
January 15, 2003

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

**Recommendation:**

It is recommended that the Commission review the attached memorandum and provide direction to Staff.

**Summary:**

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 area 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. Please refer to the Attachments.

**Financial Impact:**

Not Applicable.

Attachments:

1. Memo
2. Minutes of November 12, 2002 Council meeting

Respectfully submitted,

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Harold C. Williams, P.E.  
Director of Public Works/City Engineer