

September 16, 2003

Honorable Chairman and Members of the  
Hermosa Beach Public Works Commission

Regular Meeting of  
September 24, 2003

**GATEWAY SIGNAGE AND SURFER STATUE AT  
PACIFIC COAST HIGHWAY AND PIER AVENUE**

**Recommendation:**

It is recommended that the Public Works Commission review and recommend to Council approval of proposed Gateway Signage and Surfer Statue at Pacific Coast Highway and Pier Avenue

**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 easier if the statue were 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.

Staff will present the proposed concepts for statue and wall for discussion.

**Attachments:**

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

Respectfully submitted,

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