



# Administrative Report

---

H.9., File # 25-1213

Meeting Date: 9/16/2025

---

**To:** MAYOR AND CITY COUNCIL  
**From:** ANDREW WINJE, PUBLIC WORKS DIRECTOR

## **TITLE**

APPROVE AN AGREEMENT WITH STELLEN DESIGN LLC TO PROVIDE DESIGN ALTERNATIVES FOR UPDATING THE KING HARBOR GATEWAY SIGN FOR A COST NOT TO EXCEED \$9,430

## **EXECUTIVE SUMMARY**

Recommended is approval of an agreement with Stellen Design LLC (Stellen Design) to provide design services for updating the King Harbor gateway sign on Catalina Avenue. Stellen Design would provide six initial design options and work with staff to present preferred alternatives to the City Council for consideration.

## **BACKGROUND**

The iconic King Harbor gateway sign on Catalina Avenue has welcomed visitors to the Redondo Beach waterfront area since the 1960s. The sign is currently in need of various refurbishments, including repainting. The City Council directed staff to include the updated City logo as part of the refurbishment.

Staff solicited a proposal from Stellen Design, a local design firm, to provide the necessary design services. Stellen Design is well-known to the City, having recently led the process of updating and modernizing the City's logo and branding. The company has proposed the following services for a cost not to exceed \$9,430:

- Prepare six initial design options in 2-D renderings
- Edits for two selected design options
- Two hours of meeting time with City staff
- Up to two hours of time working with the sign manufacturer
- Attendance at one on-site meeting with the sign manufacturer

Staff believes Stellen Design is well-qualified to provide the necessary logo-related design services and has proposed a reasonable price. If approved, staff will work with the contractor and return to the City Council with six design options for consideration.

## **COORDINATION**

This item was coordinated by the Public Works Department with the City Attorney's Office preparing the Agreement.

**FISCAL IMPACT**

The cost for design services for updating the King Harbor sign will not exceed \$9,430. Funding for the design services is available in the Public Works Department's FY 2025-26 Operating Budget. Additionally, \$134,000 of funding was approved as part of the Adopted Budget for procurement and installation of the replacement sign and the repainting of the sign poles.

**APPROVED BY:**

*Mike Witzansky, City Manager*

**ATTACHMENTS**

- Agmt - Stellen Design