

King Harbor Gateway Sign Final Design Discussion

OUTLINE

1. Overview
2. King Harbor Gateway Sign and Lower Signage Final Design Options
3. Historical Background
4. Recommendations

OVERVIEW

- November 4, 2025
 - Staff presented King Harbor Gateway Sign design options for City Council's consideration
 - City Council's Direction
 - Gateway Sign: Preferred design # 7 with heavier font
 - Lower Signage: Consult with Stellen Design LLC on recommended character count

KING HARBOR GATEWAY SIGN



- CITY BRANDING FONT STYLE IN CITY BRANDING BLUE
- NEW CITY LOGO IN FULL COLOR, NO RING
- SIGNAGE IN CITY BRANDING BLUE



- HEAVIER FONT

KING HARBOR GATEWAY SIGN



- HEAVIER FONT



- CURRENT FONT

LOWER SIGNAGE

- Recommended character count: 53 – 57

Option 1: 54 Characters (Presented on November 4, 2025)

PIER • HOTELS • RESTAURANTS • SEASIDE LAGOON • MARINAS

Option 2: 54 Characters

PIER • HOTELS • RESTAURANTS • SEASIDE LAGOON • FISHING

Option 3: 56 Characters

PIER • HOTELS • DINING • LAGOON • FISHING • BOAT RENTALS

LOWER SIGNAGE

Option 4: 57 Characters

PIER • HOTELS • DINING • LAGOON • FISHING • WATERCRAFT RENTALS

Option 5: 55 Characters

PIER • HOTELS • FOOD • LAGOON • FISHING • WATERCRAFT RENTALS

Option 6: 58 Characters

PIER • HOTELS • DINING • FISHING • BOATING • ENTERTAINMENT

Option 7: 52 Characters

PIER • HOTELS • FOOD • SEASIDE LAGOON • BOAT RENTALS

HISTORICAL ARCHIVE

- Iconic architectural archway sign shape since 1969
- Prior iterations from 1920s, 1940s, and 1969
- Due for refurbishment
- Funding available in CIP Budget



HISTORICAL ARCHIVE

1920s – 1941



1941 – 1969



HISTORICAL ARCHIVE

1969



1995



PROJECT TIMELINE

- November/December 2025
 - Bidding process for manufacturer/installer and painting contractor
- Early 2026 – Mid 2026
 - Schedule may vary based on weather
 - Intermittent closure of left turn lane at Anita St. and PCH
- Stellen Design LLC will be involved throughout the process

RECOMMENDATIONS

Provide direction to staff on the following:

1. Final design selection for King Harbor Gateway Sign
2. Final selection of words to be included on the lower signage
3. Authorize staff to initiate the bidding process