

King Harbor Gateway Sign Final Design Discussion



REDONDO
BEACH

City Manager's Office
December 9, 2025

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