

BLUE FOLDER ITEM

Blue folder items are additional back up material to administrative reports and/or public comments received after the printing and distribution of the agenda packet for receive and file.

CITY COUNCIL MEETING DECEMBER 9, 2025

N.1 DISCUSSION AND POSSIBLE ACTION REGARDING FINAL DESIGN OF THE KING
HARBOR GATEWAY SIGN REPLACEMENT

CONTACT: JANE CHUNG, ASSISTANT TO THE CITY MANAGER

- **PUBLIC COMMUNICATION**

REDONDO BEACH – KING HARBOR GATEWAY STRUCTURE

A Community-Centered Approach to Preservation and Enhancement

Submitted by Kathy McLeod to the City Council and Mayor – December 8, 2025

For decades, the King Harbor Gateway structure has evolved into a true landmark. One that symbolizes Redondo Beach’s history, heritage, ocean-loving culture, and distinction among Southern California’s coastal communities. It is more than an entry sign; it is a visual anchor and a “sense of place” for generations of residents and visitors.

OUR CHALLENGE

There is a growing disconnect between how the City and much of the community view this structure.

Many residents see the Gateway as:

- a timeless civic icon
- a historic marker tied to our coastal identity
- a source of local pride

However, recent City proposals frame the structure as a candidate for a broader rebranding effort. One that replaces the historic artwork, typography, and imagery with modern minimalist graphics and contemporary messaging.

While modernization has its place, altering even a single defining element of the Gateway risks diminishing its historical value, cultural significance, and its untapped potential as a civic asset.

A WIN-WIN OPPORTUNITY!

Rather than replacing or minimizing the Gateway’s heritage, the City has a unique opportunity to revitalize it, preserving its character while enhancing its role in the City’s rebranding efforts. This approach benefits both history-minded residents and forward-looking planners.

Below is a strategy that honors the past, serves the present, and elevates Redondo Beach’s identity for the future.

1. THE GATEWAY ARCH

Recommendations

1. Preserve all historic elements to maintain authenticity and integrity.
2. Officially brand it as the “Historic Redondo Beach King Harbor Gateway.”
3. Pursue Landmark Registration to formally acknowledge and protect its significance.

By doing so, the City not only preserves its heritage but gains a valuable asset that enhances the broader rebranding initiative.

2. HERITAGE PARK

The new park situated at the Gateway’s location presents a powerful opportunity for integrated storytelling.

Recommendations

1. Unify the Gateway and new park under a single “Heritage” identity.
2. Install benches honoring Redondo Beach’s founders, including the area’s Native American history.
3. Add storyboards or QR-coded installations that highlight key chapters of Redondo Beach and King Harbor history.
4. Create visitor brochures and educational materials funded through existing allocations.
5. Develop school programs and docent-led field trips using Heritage Park and the Gateway as an outdoor learning environment, with King Harbor as a living backdrop

This combined Heritage experience elevates the site from a simple entry point to a rich, interactive, community-driven destination.
