

King Harbor Gateway Sign Design Discussion & City Flag Update

OUTLINE

1. Overview
2. King Harbor Gateway Sign Design Options
3. City Flag Update
4. Recommendation

OVERVIEW

- September 16, 2025
 - City Council approved design services agreement for King Harbor Gateway Sign
- October 7, 2025
 - City Council approved city flag update
- November 4, 2025
 - King Harbor Gateway Sign design options for City Council's consideration
 - City Flag and Pennants design update

KING HARBOR GATEWAY SIGN

- Iconic sign since 1960s
- Due for refurbishment
- Funding available in CIP Budget



KING HARBOR GATEWAY SIGN OPTIONS #1 -2



- ORIGINAL TEXT IN CURRENT BLUE
- NEW CITY LOGO IN FULL COLOR WITH RING
- SIGNAGE IN CURRENT BLUE



- ORIGINAL TEXT IN CURRENT BLUE
- NEW CITY LOGO IN FULL COLOR WITH CITY AND STATE
- SIGNAGE IN CURRENT BLUE

KING HARBOR GATEWAY SIGN OPTIONS #3 -4



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



- CITY BRANDING FONT STYLE IN BLACK
- NEW CITY LOGO IN FULL COLOR WITH RING
- SIGNAGE IN CURRENT BLUE

KING HARBOR GATEWAY SIGN OPTIONS #5 -6



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



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

KING HARBOR GATEWAY SIGN OPTION #7 – 8



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



- KEEP ORIGINAL LOGO
- UPDATE SIGNAGE IN CURRENT BLUE

KING HARBOR GATEWAY SIGN LOWER SIGN LANGUAGE

PROPOSED LANGUAGE

PIERS, HOTELS, RESTAURANTS, SEASIDE LAGOON, MARINAS

ADDITIONAL LOWER SIGN OPTIONS:

- FISHERMAN'S WHARF
- SPORT FISHING
- BOAT/WATERCRAFT RENTAL
- INTERNATIONAL BOARDWALK

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

CITY FLAG UPDATE

- Design
 - Central Logo
 - Multi-colored pennants for International Boardwalk
- Include CA State Flags on all City maintained flag poles



RECOMMENDATION

Provide direction to staff on the following:

1. Design selection for King Harbor Gateway Sign
2. Lower sign language