



Administrative Report

N.3., File # 25-1520

Meeting Date: 11/4/2025

To: **MAYOR AND CITY COUNCIL**
From: JANE CHUNG, ASSISTANT TO THE CITY MANAGER

TITLE

DISCUSSION AND POSSIBLE ACTION REGARDING THE DESIGN OF THE KING HARBOR GATEWAY SIGN REPLACEMENT AND UPDATES TO CITY MAINTAINED FLAGS AND PENNANTS

EXECUTIVE SUMMARY

On September 16, 2025, the City Council approved an agreement with Stellen Design LLC to provide design services for updating the King Harbor Gateway Sign. Per the Agreement's scope, staff is returning to the City Council to present seven design options for consideration. In addition, staff is following up on the direction provided at the October 7, 2025, City Council meeting regarding updates to the City Flag and all City-maintained flags and pennants. Design concepts for these items have been developed in consultation with Stellen Design LLC and are also included in this report for the City Council's consideration. This item provides the City Council an opportunity to select the preferred design option for the replacement sign and direct staff to initiate procurement.

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 now due for refurbishment, including repainting and design enhancements commensurate with the new City branding. As part of the update, the City Council has directed staff to incorporate the new City logo into the sign's redesign. Funding for design services is included in the Public Works Department's FY 2025-26 Operating Budget. Additionally, \$134,000 has been approved in the FY 2025-26 Adopted Budget for the procurement and installation of the replacement arched illuminated sign panels, as well as the repainting of the sign poles and supporting structure.

Once a final design is selected, staff would initiate a bidding process to secure a sign manufacturer/installer and painting contractor. The project is expected to begin in early 2026, with anticipated completion by mid-2026. The schedule would need to consider the anticipated weather patterns due to the exposed exterior painting effort. Traffic control plans have been prepared by the City for the contractor to implement, which include intermittent closure of the left-hand turn lane at Anita Street and Pacific Coast Highway. Stellen Design LLC would remain involved throughout the process, providing design oversight and reviewing proofs in collaboration with the selected sign manufacturer.

As part of the City Flag update, the City Council directed staff to consult with Stellen Design LLC to finalize the design concept, which includes optimizing the size of the central logo and incorporating

multicolored pennants along the International Boardwalk to enhance visual appeal. To ensure compliance with California Government Code Section 431, staff is also planning to purchase additional California State Flags for installation on City flagpoles. When multiple flags are flown together, the recommended order is: (1) U.S. Flag, (2) California State Flag, and (3) City Flag. Once the total number of flagpoles is confirmed, staff will proceed with procurement and installation, staying within the initial appropriation of \$10,000. Visuals of the updated City Flag and pennant designs are attached for the City Council's consideration.

COORDINATION

This item was coordinated by the Public Works Department with the City Manager's Office and Waterfront and Economic Development Department.

FISCAL IMPACT

The cost to refurbish the King Harbor Gateway Sign is included in the CIP Budget, as part of the Repainting King Harbor Gateway Sign Project Account #41400. The cost to update the City Flag and all City-maintained flags and pennants is included in the Public Works Department's FY 2025-26 Operating Budget.

APPROVED BY:

Mike Witzansky, City Manager

ATTACHMENTS

- Existing King Harbor Gateway Sign
- King Harbor Gateway Sign Design Options
- Updated City Flag and Pennants Final Design Concept