

# CITY OF HUNTINGTON BEACH

## City Council Interoffice Communication

**To:** Honorable Mayor and City Council Members  
**From:** Gil Coerper, Council Member   
**Date:** March 10, 2008  
**Subject:** ***H-ITEM FOR MARCH 17, 2008 CITY COUNCIL MEETING –  
DESIGN AND INSTALLATION OF COMMEMORATIVE ARCHES  
ON MAIN STREET AND PACIFIC COAST HIGHWAY AND MAIN  
STREET AND SIXTH STREET***

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### STATEMENT OF ISSUE:

In 2009, Huntington Beach will celebrate its 100<sup>th</sup> anniversary. This important milestone will be marked by a number of events throughout the entire year and will engage many current and past members of our community in recognition and celebration of our City's past, as well as its future. There is an opportunity to mark the occasion by installing two arches to mirror those that once existed at Main Street and Pacific Coast Highway with an official unveiling ceremony of the completed projects occurring on July 4, 2009.

The arches are a celebrated landmark of the City's past, remembered by all who traveled on Pacific Coast Highway between the years of 1927 and 1941. The new arches would forever represent the Huntington Beach centennial and serve as a dynamic visual addition to the downtown. The previous arches were anchored at the four corners of Main and Pacific Coast Highway, crossing over one another above the middle of the highway, with the sign "Huntington Beach" hanging from above. The new arch at that location should mirror that design closely and could serve as a visually appealing point of entry into the downtown. In addition, consideration of a single arch with a decorative center sign at or near the Huntington Beach Art Center would represent a welcoming point of entry into the downtown from the north.

The significance of the project also represents an opportunity to involve local businesses and organizations such as the Convention and Visitors Bureau, the Chamber of Commerce and the various local service groups in helping to provide and secure funding to support the project. Given that this would take place in a Redevelopment Project Area, the Redevelopment Agency would take the lead in funding, as well as in the implementation phase, with the assistance of the Planning and Public Works Departments for facilitate completion by July 4, 2009.

It is estimated that engineering, fabrication and installation could total approximately \$900,000 for both arches. The Agency will circulate a Request for Proposals for the various phases, and, upon direction from the Board, Agency staff will commence meeting with organizations and major business entities in the community to create a project funded through a joint public/private effort to create a true City landmark.

Conceptual drawings of these arches are attached to this request, along with a photo of the original arches. The drawings were prepared by Graphic Solutions, which was responsible for the entry node signs that are currently being placed in the City.

### RECOMMENDED ACTION:

1. Direct the Redevelopment Agency to prepare and circulate a Request for Proposal for the preliminary engineering of the double arches at Main Street and Pacific Coast Highway, and the single arch

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outside the Huntington Beach Art Center and bring back these items for City Council approval with goal of project completion no later than July 4, 2009, subject to available funding.

2. Direct the Redevelopment Agency to move forward with preparing funding proposals and seeking funding from entities within the community to support this project.
3. Direct the Redevelopment Agency to work closely with the Huntington Beach Art Center Director, the Allied Arts Board and a representative of the Centennial Committee to oversee the final design.

XC: Paul Emery, Interim City Administrator  
Bob Hall, Deputy City Administrator  
Joan Flynn, City Clerk  
Stanley Smalewitz, Economic Development Director

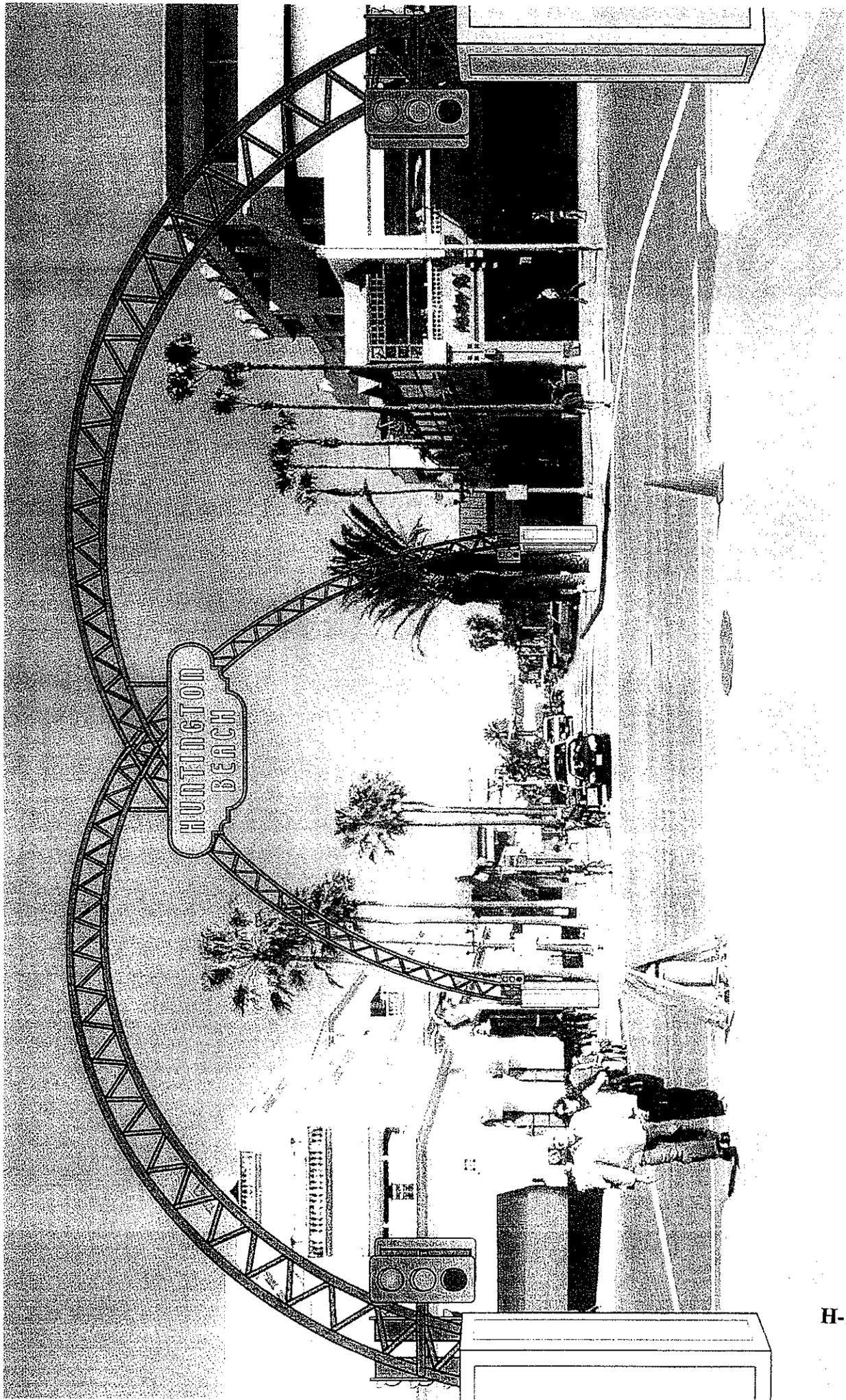


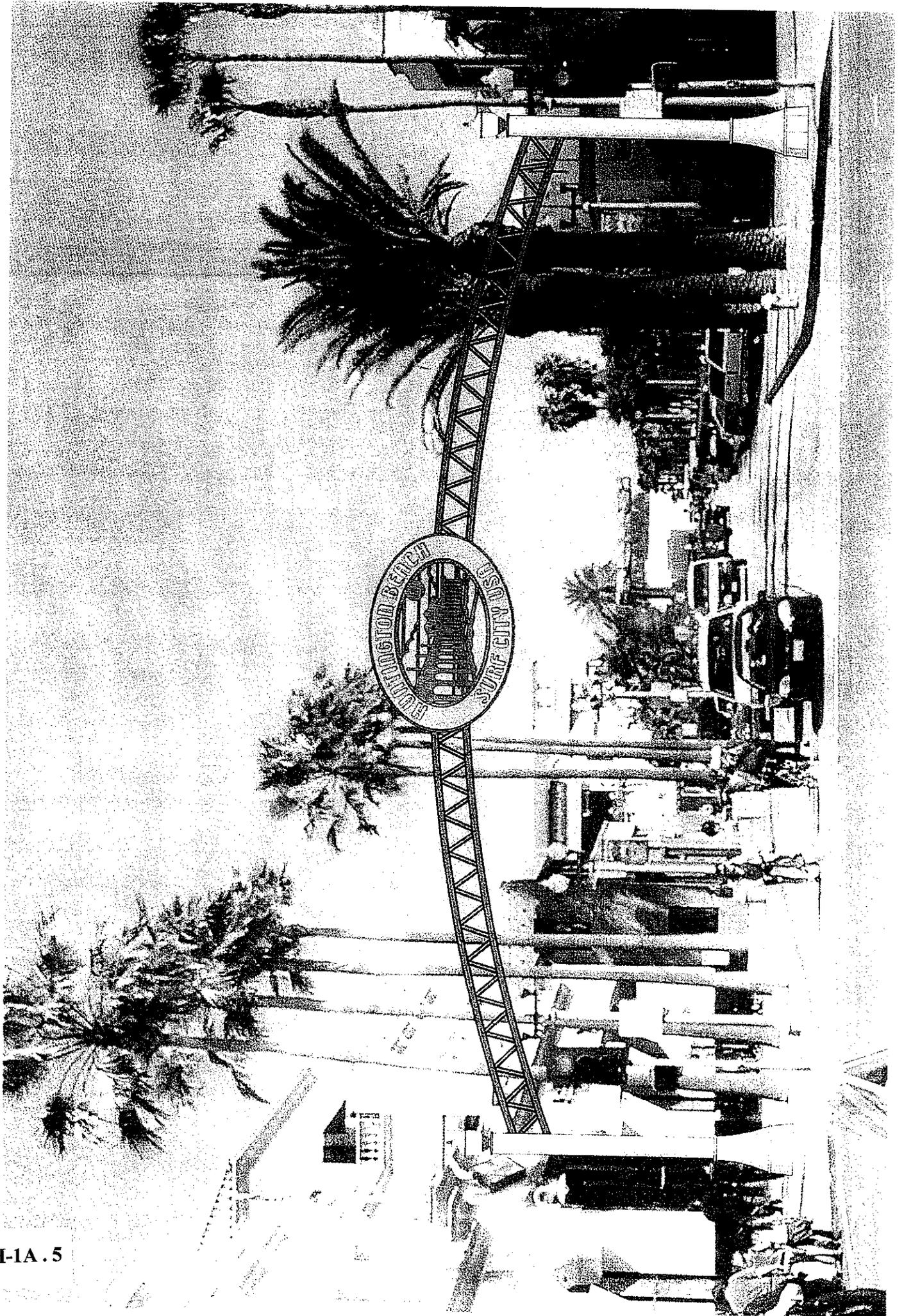
Photo #28 – Old Huntington Beach arches at Main & PCH.

LEFT: Golden Bear Café, taken in mid-1930's.

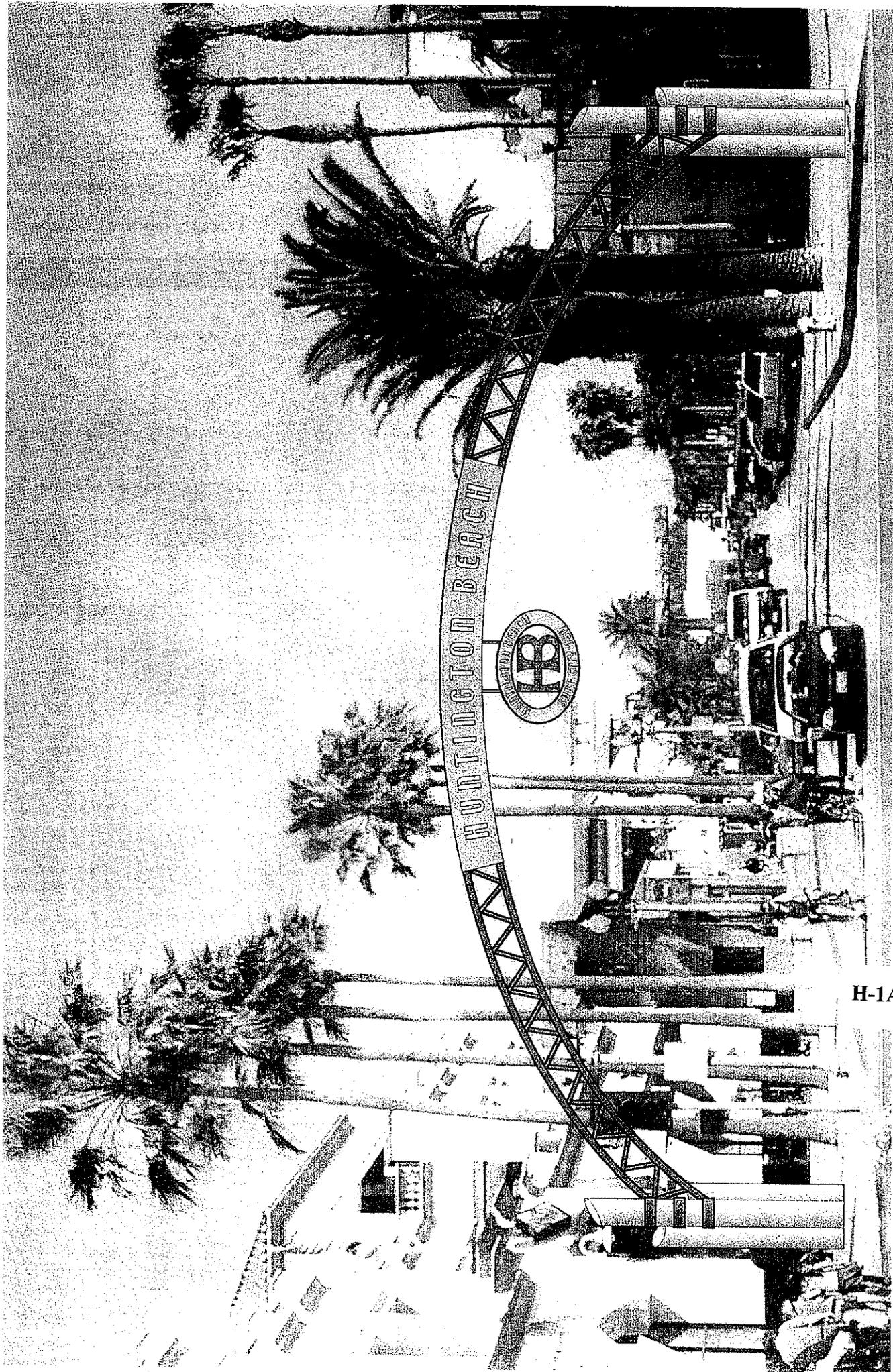
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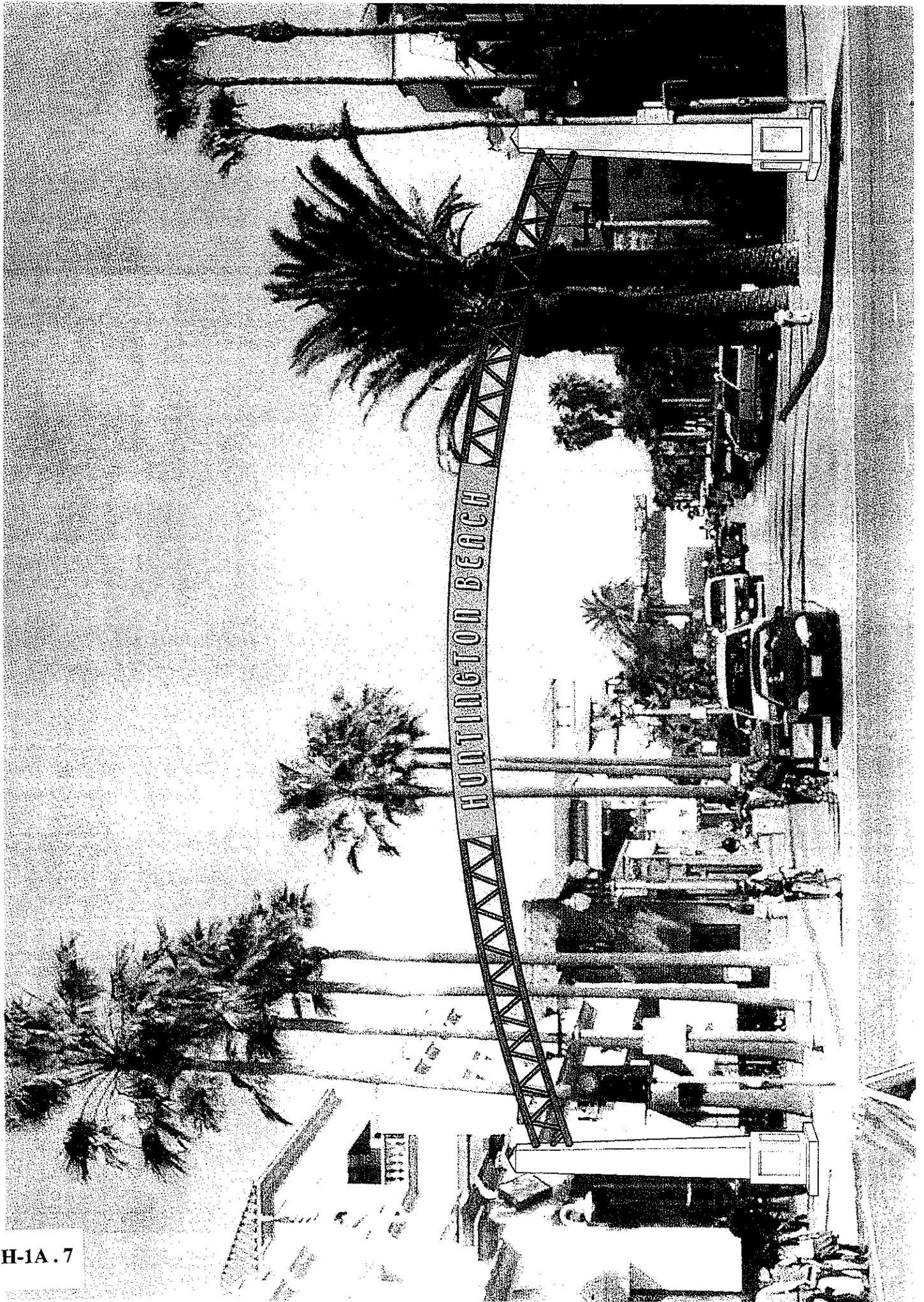




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