



City of Arts & Innovation

Development Committee

TO: DEVELOPMENT COMMITTEE MEMBERS DATE: NOVEMBER 21, 2019

FROM: COMMUNITY & ECONOMIC DEVELOPMENT DEPARTMENT WARDS: ALL

SUBJECT: CITY GATEWAY MONUMENT CONCEPTS AND LOCATIONS

ISSUE:

Review and provide feedback regarding potential City gateway monument concepts and locations.

RECOMMENDATION:

That the Development Committee review and provide feedback regarding potential City gateway monuments and locations.

BACKGROUND:

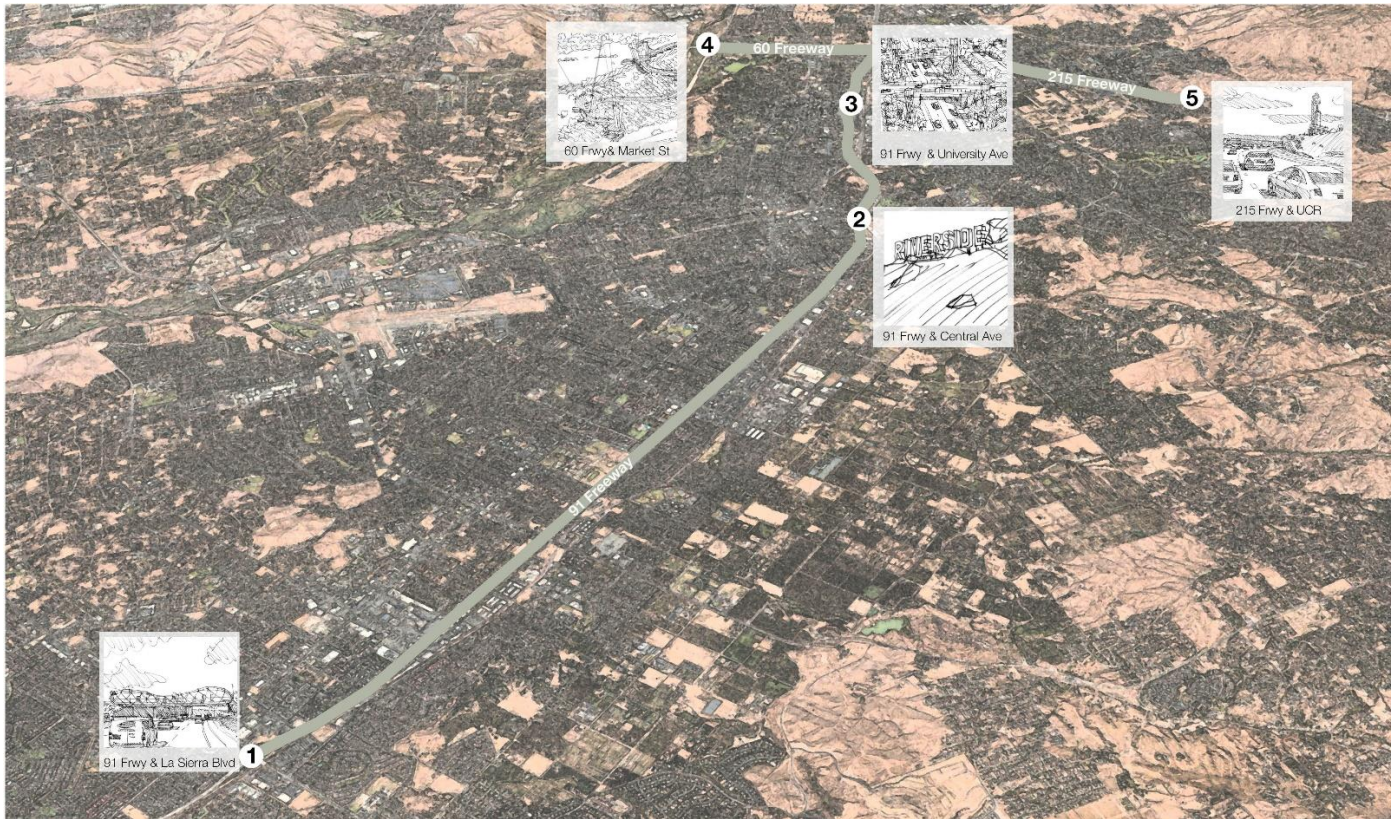
At the February 22, 2018 Development Committee meeting, Member Perry requested that staff study the possibility of installing gateway monuments at La Sierra Avenue and the 91 Freeway and at other major entrances to the City, and to report back to the Development Committee with recommendations for design and potential implementation.

DISCUSSION:

Staff has identified several location opportunities for new gateway monuments. Once potential locations were identified, staff engaged William Block to develop concept gateway monument renderings for each potential location.

The proposed gateway monument locations, as shown on the map below, are as follows:

1. 91 Freeway at La Sierra Avenue
2. 91 Freeway at Central Avenue
3. 91 Freeway at University Avenue
4. 60 Freeway at Market Street
5. 215 Freeway at UC-Riverside



FISCAL IMPACT:

There is no fiscal impact to the General Fund associated with this report. However, there may be a fiscal impact to the General Fund if City gateway monuments and/or signage are installed. These costs are unknown at this time.

Prepared by:	David Welch, Community & Economic Development Director
Certified as to availability of funds:	Edward Enriquez, Chief Financial Officer/City Treasurer
Approved by:	Rafael Guzman, Assistant City Manager
Approved as to form:	Gary G. Geuss, City Attorney
Attachment:	Presentation