



**Honorable Mayor and Members of the Hermosa Beach City Council**

**APPROVE THE ACCEPTANCE OF DONATION FOR DESIGN AND INSTALLATION OF MONUMENT SIGNAGE**

(Administrative Services Director Brandon Walker)

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**Recommended Action:**

Staff recommends City Council approve acceptance of a donation of \$500,000 for the design and installation of a monument signage.

**Executive Summary:**

The City of Hermosa Beach has received a commitment for a \$500,000 donation from Chuck and Missy Sheldon to fund a new digital monument sign at the Community Center and, if funds remain, additional gateway signage throughout the City. The City will manage all design, permitting, and installation processes, with donor input and a commemorative plaque recognizing their contribution.

**Background:**

The City of Hermosa Beach has received a commitment for a generous \$500,000 donation from Former Mayor Chuck Sheldon and his wife Missy to fund the design, installation, construction, and maintenance of new monument signage within the City. The primary use of the funds will be the development of a new digital monument sign at the Community Center near Pier Avenue and Pacific Coast Highway. Any remaining funds may be directed toward additional gateway monument signs at other locations in the City.

This project has been included on the City's Capital Improvement Program (CIP) list for several years and has long been a priority for both the City Council and the community. Until now, it remained largely unfunded aside from a \$50,000 contribution from the Chamber of Commerce. With the Sheldons' gift, the City will be able to advance the project, and staff will explore with the Chamber the possibility of reallocating its contribution to another community-benefiting purpose, since the major funding gap has now been filled by this generous donation.

The City will oversee procurement, design, permitting, and installation of the signage, with opportunities for donor input on design and final approval by the City Council and other regulatory bodies, including Caltrans and the Planning Commission. A commemorative plaque acknowledging the donors will be installed at the base of the digital sign.

**Fiscal Impact:**

Acceptance of the \$500,000 donation fully funds the design, permitting, construction, and installation of the new digital monument sign at the Community Center, with any remaining funds available for additional gateway signage. No additional General Fund appropriation is required, and ongoing maintenance costs are expected to be absorbed within existing Public Works operational budgets.

**Attachments:**

1. Draft Donation Agreement
2. Exhibit A - Proposed Sign Location
3. Exhibit B - Existing Sign Locations

**Respectfully Submitted by:** Brandon Walker, Administrative Services Director

**Concur:** Joe SanClemente, Public Works Director

**Noted for Fiscal Impact:** Brandon Walker, Administrative Services Director

**Legal Review:** Jason Baltimore, Interim City Attorney

**Approved:** Steve Napolitano, Interim City Manager