On 2/10/2015 The HHPNC Beautification Committee met to discuss neighborhood signage. Members of the following organizations were present and agreed to the items listed below:

- Historic Highland Park Neighborhood Council
- Council District 1
- Council District 14
- The Highland Park Chamber of Commerce
- The Arroyo Seco Neighborhood Council
- Local Stakeholders

The following items were discussed/voted upon and are recommended by the committee be approved by the board:

- Gateway signage is important to the community
- A design that is fits in with the character of the neighborhood is critical
- Review of 3 design mock-ups from SWA Architects originally completed in 2012 (see below as well as separate attachment)
- Decision to implement neighborhood signage in a 2-phase approach
- Phase 1: installation of only a sign element only onto existing infrastructure in the heart of the Figueroa business district onto existing infrastructure at Figueroa/Ave 56
- Phase 2: installation of a full sign/seating/planter element at the boundary of Highland Park and ASNC near Sycamore Grove with cost sharing, to be completed in next fiscal year
- For Phase 2, the committee recommended the “Arroyo Seco” design concept with the exception that the signage element be from the “Urban Historic” concept as it is more legible
- The members of the committee voted to recommend the board allocate up to $10,000 of HHPNC funds towards this project, subject to equal matching from community partners.
- The Committee recommended a timeline for the project as follows:
  - Selection of a design for Phase 1: February 2015
  - Receive Bids & Location Identification (Phase 1): March-April 2015
  - Select Contractor (Phase 1): May 2015
  - Transfer of Funds (Phase 1): June 2015
  - Beginning of Phase 2: July 2015

Action Items

- Connect with SWA Architects on getting permission to use their designs and updated cost estimates
- Discuss the project with the Highland Park Heritage Trust for input and approval as the desired location lies within the HPOZ
- Locate specific infrastructure to install Phase 1
- Identify additional funding sources for Phase 1 such as Figueroa BID, CD1, and possibly private/public partnerships
• Identify exact location and infrastructure to attach sign on Figueroa/Ave 56
• Get ASNC commitment for boundary signage
• Obtain bids from contractors for Phase 1
• Begin permitting process with the assistance of CD1

Design QuickViews:

“Neighborhood Gateway” Concept

“Arroyo Seco” Concept
“Urban Historic” Concept

For detailed information on each of these designs, including cost estimates and additional photos and designs, see separate PDF Attachment.