

Honorable Mayor and Members
of the City Council
City Hall
Torrance, California

Members of the City Council:

**SUBJECT: City Council Community Planning and Design Committee -
Recommendation on Zamperini Field Entry Sign**

RECOMMENDATION

Recommendation of the City Council Community Planning and Design Committee that the City Council:

- Approve the design concept for the Zamperini Field entry sign; and
- Appropriate \$75,000 from the Airport Fund for construction and installation.

Funding

Funding is from the Airport Fund.

BACKGROUND/ANALYSIS

The development of design criteria and recommendation of a specific design for the Zamperini Field entry sign was assigned to the Community Planning and Design Committee. The City hired a graphic design firm, Graphic Solutions, to assist in the development of the Zamperini Field entry sign. The Committee first met on this subject in August of 2007. The purpose of the meeting was to gather input from the Council Committee as well as the public to get direction on the type of attributes the entry sign was to contain.

The input received centered on the following issues:

- Identity for the Airport
- Aeronautics
- Honoring Louis Zamperini
- Western Museum of Flight
- Location of Sign
- Visibility from Pacific Coast Highway
- Caltrans influence
- Competition with other signage on Pacific Coast Highway
- Integration of sign with approved landscape plan
- Construction budget

From the initial meeting, concepts were submitted for Committee review at the September 13, 2007 Committee meeting. Twelve concepts were submitted and after discussion, three were selected for further development.

The Committee met again on March 21, 2008 to review revisions to the top three selections. Color renditions were reviewed and discussed and from that discussion a final design was selected. An additional rendering from this selection was requested by the Committee that would show a P-38 aircraft on display in the sign rather than a B-24 aircraft.

The Committee held its final meeting on April 16, 2008 to review the two (2) alternatives of the final design, aircraft depicting a B-24 in one design and a P-38 aircraft in the other. The B-24 was the aircraft that Louis Zamperini flew and was shot down in, and the P-38 aircraft was the type of plane that flew out of Zamperini field. The Committee selected the entry sign with the B-24.

The design being recommend by the Committee is an aeronautical theme that gives the look of wings and contains a B-24 that appears to be flying up and over the verbiage Zamperini Field. The base of the entry sign will have a circular medallion with the wording, Zamperini Field City of Torrance, with a profile of Louis Zamperini and highlights of his life.

The Committee recommends the design and budget appropriation to incorporate this area as the main entry into the airfield and as a lasting tribute to Louis Zamperini.

Respectfully submitted,

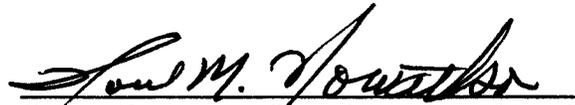
CITY COUNCIL COMMUNITY
PLANNING AND DESIGN COMMITTEE

Unavailable for signature

Councilmember Gene Drevno, Chair



Councilmember Bill Sutherland, Member



Councilmember Paul Nowatka, Member

Attachments:

A. Location Map

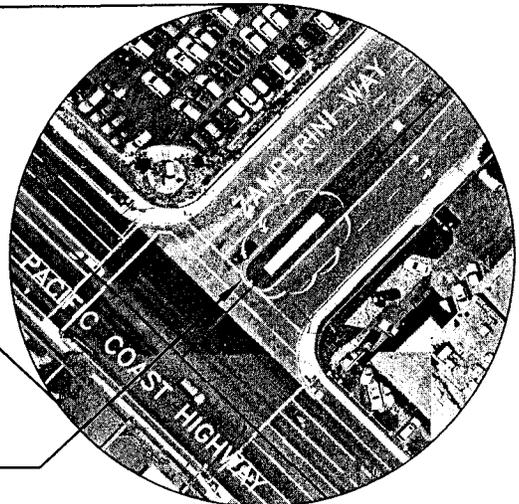
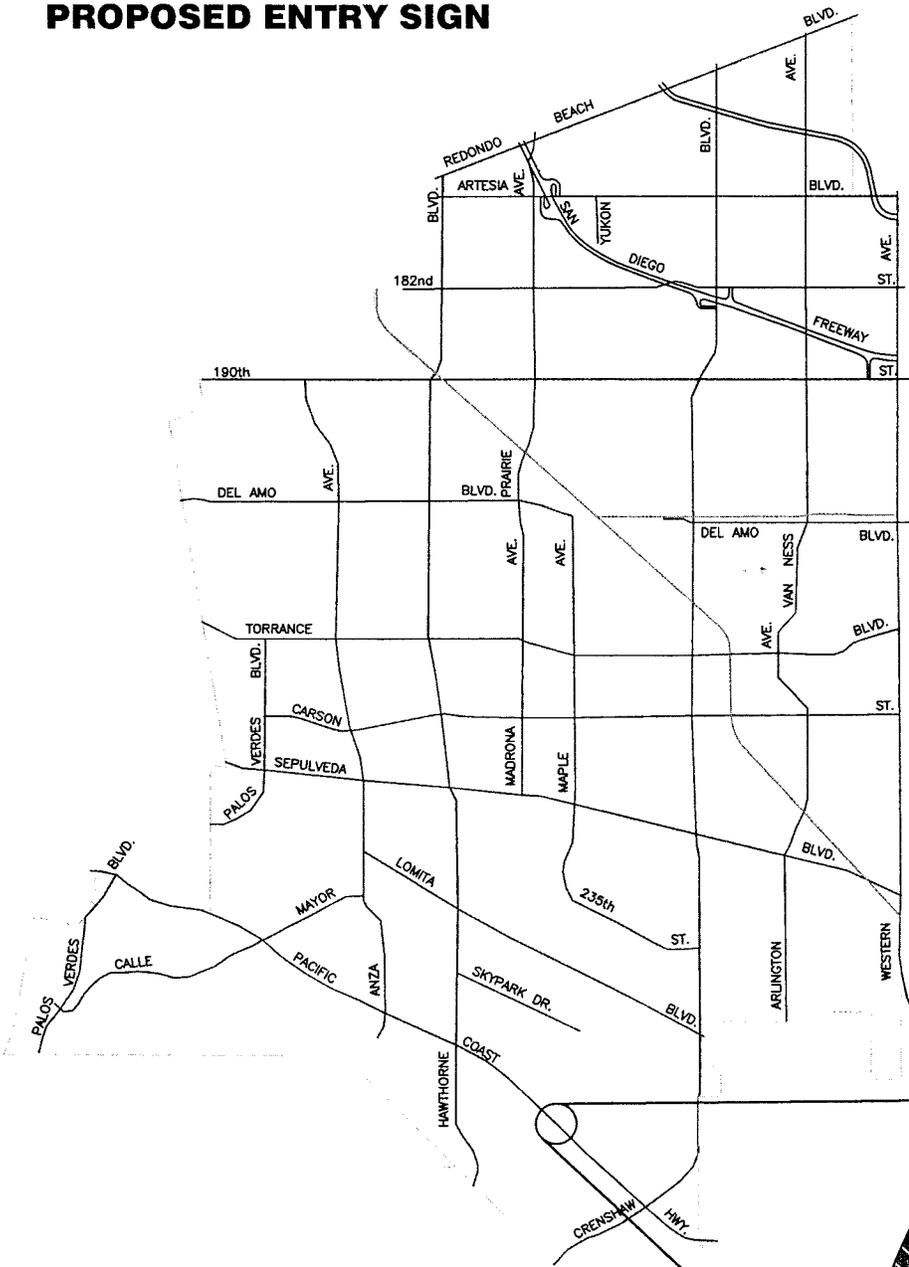
B. Color rendition of recommended Zamperini Field entry sign

CITY OF TORRANCE

LOCATION MAP OF PROPOSED ENTRY SIGN



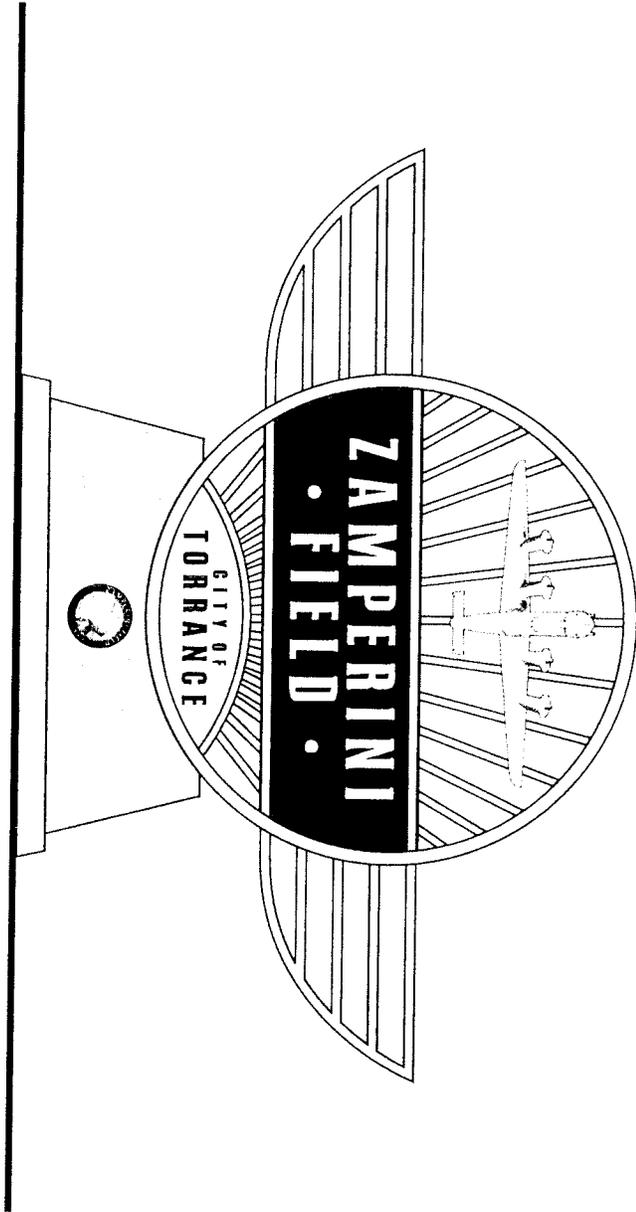
NOT TO SCALE



LOCATION OF PROPOSED SIGN



COMMUNITY DEVELOPMENT DEPARTMENT
JEFFERY W. GIBSON
COMMUNITY DEVELOPMENT DIRECTOR



SHEET	SIGN TYPE	DESIGNER A&P FIRM NAME ZAMPERINI &	DATE 05/14/08	SCALE AS NOTED	DESIGNER A&P	DATE 05/14/08	ZAMPERINI MONUMENT DRAWING	 GRAPHIC SOLUTIONS ENVIRONMENTAL GRAPHIC DESIGN 2952 MAIN STREET - SAN DIEGO, CA 92115 TEL (619) 259-1335 FAX (619) 355-0018
-------	-----------	---	------------------	-------------------	-----------------	------------------	-------------------------------	--