Atascadero Parks and Recreation Commission
Staff Report – Community Services Department

Atascadero Lake Park
Veterans Memorial Monument Sign Options Selection

RECOMMENDATION:

Council review, modify and/or approve one of two Faces of Freedom Veterans Memorial monument sign options, presented by the Atascadero Veterans Memorial Foundation, for installation at the Atascadero Lake Park adjacent to SR41.

DISCUSSION:

In 2009, the City Council reviewed and approved the Atascadero Lake Park Frontage Project. At that time, the Atascadero Veterans Memorial Foundation submitted a design for a new Memorial monument sign (Attachment C) to be placed at the corner of Portola Road and SR41. The Council approved the sign, with the condition that the City’s seal be included on the sign. Since that time, staff and representatives of the Foundation have mutually agreed that for the benefit of sign visibility and view shed, the placement of such a monument sign would be better located just west of Portola Road off SR 41, rather than located on the corner itself. The Veterans Foundation has also decided to create a different type of monument sign for the Memorial. Mr. Mark Dariz and the Foundation Board have developed two new sign alternatives for the Council’s consideration.

Attachments A and B contain the two design options developed by the Foundation for the Memorial monument sign. Attachment A depicts design option A1, which is a two-sided monument sign with a trellis and a planter, with the City seals located on the lower base of the sign on each end (side) of the sign. City staff have expressed some concern about the parks staff’s ability to maintain the planter, and that the trellis structure is somewhat unusual in contrast with other City monument signs. Attachment B depicts option A2, which is a “V” shaped sign that has a City seal placed on the end (side) of the sign facing SR 41. City staff have no strong preference for either sign option, and can work with either design, as they will both fit into the space designated for the sign, which will be placed between the Cal Trans right-of-way and the pedestrian path which runs parallel to the fence line/property line.
The sign will become part of the Lake Park and Frontage Project which will go forward into construction this fall. Staff is seeking Council direction on the preferred sign option, and will authorize the Veterans Foundation to move forward with the construction plans for the approved sign. The sign will enhance the appearance of the Lake Park along the Highway 41 frontage and attract visitor attention to the Faces of Freedom Memorial.

**FISCAL IMPACT:**

No fiscal impact to the City as the Veterans Memorial Monument granite sign will be funded by the Foundation.

**ATTACHMENTS:**

A – [Monument Sign Option A1](#)
B – [Monument Sign Option A2](#)
C – [Original Veterans Foundation Sign Design](#)