



== CITY OF ==

NEWPORT BEACH

PB&R Commission Staff Report

Agenda Item **VII-E**
August 4, 2026

TO: Parks, Beaches & Recreation Commission

FROM: Municipal Operations Department
Zachary Gentry, Municipal Operations Director
949-644-3059, zgentry@newportbeachca.gov

PREPARED BY: Kevin Pekar, Parks and Trees Superintendent
949 644-3069, kpekar@newportbeachca.gov

TITLE: City Park Signage Ad Hoc Subcommittee Pilot Program Update

RECOMMENDATION:

Staff recommends the Parks, Beaches and Recreation (PB&R) Commission review the updated park sign design recently installed at Mariners Park and, 1.) Determine it to be an acceptable alternative and order further replacements of that style, and 2.) Sunset the Ad Hoc Subcommittee (Subcommittee).

DISCUSSION:

The PB&R Commission created the Subcommittee at its October 1, 2024, meeting to consider and make recommendations on park signage, and appointed Vice Chair Yelsey and Commissioners Malouf and Waunch as its members. A review of the park sign program ensued, which included a combination of discussions with park sign vendors, staff and individual Subcommittee members' research and site visits. A group meeting on December 4, 2024, included site visits to review existing signs in various conditions.

At the February 4, 2025, PB&R Commission meeting, based on Subcommittee and staff recommendations, a pilot program was instituted whereby prefabricated monument-style park signs would be installed at John Wayne and Spyglass Reservoir Parks to allow for public input on the new signs. The reasons for considering the update were due in large part to marine weathering of existing wood signs and inferior paint products due to environmental regulations. The recommended style and materials were based on aesthetics, availability, durability and maintenance and repair needs. Along with the proposed materials' resilience and cost, the Subcommittee and staff felt the selected style was attractive, aligns with Newport Beach's character and history and resembles existing City monument signs in various City medians.

The recommended duration for the pilot program was a period of four months, at which time the full PB&R Commission would consider public input. Public input took the form of an online survey accessible by a QR-code on an informational placard placed next to the monument-style sign at each location.

Survey Results indicated that most of the 140 respondents favored the appearance of the current wood style signs over the monument-style signs. Comments from some of those wishing to keep the current signs expressed the desire to keep a “historic”, “nautical”, “outdoorsy look”, and some expressed that the monument-style sign looked too “large”, “commercial” or “modern”.

At the September 2, 2025, PB&R Commission meeting, considering the public input that was received, Commissioners decided to reaffirm the Subcommittee and extend the pilot program, where a new sign design would continue to focus on resilient materials but also incorporate elements based on survey comments. It would also consider changing the new sign pilot locations to community parks.

After considerable time working with its contractor on new sign concepts, staff presented three prospective alternatives to the Subcommittee. The Subcommittee selected the concept that was almost identical to the current wood signs, except the material was painted aluminum and included a faux wood textured finish. This concept is similar in price to the current wood signs; however its lifecycle will be longer, and ongoing maintenance will be cheaper. It was further determined that the new sign would be installed at Mariners Park, replacing the wood sign at the corner of Mariners Drive and Dover Drive.

The new sign was installed on May 18, 2026 (see Attachment A). Subcommittee members' comments were positive. Because the appearance was nearly identical to the wood park signs, upon staff's recommendation, the Subcommittee determined to not advertise the new replacement and see if public comments were received organically. Subsequently, staff has not received comments regarding the replacement, which is showing more durability than the wood models. Based on achieving a design that mimics the current signs, favored by the public, and will be cost-effective to maintain long-term, staff recommends that the Subcommittee determine the updated park sign to be an acceptable alternative, request staff order subsequent replacements of that style, and sunset the Ad Hoc Subcommittee.

NOTICING:

The agenda item has also been noticed according to the Brown Act (72 hours in advance of the meeting at which PB&R Commission considers the item).

ATTACHMENTS:

Attachment A – Mariners Park Sign Photos