

**PLACER COUNTY**

**REDEVELOPMENT AGENCY**

**MEMORANDUM**

*RE Colwell*

**TO:** Honorable Members of the Redevelopment Agency Board  
**FROM:** Richard E. Colwell, Chief Assistant CEO – Redevelopment Director  
James LoBue, Deputy Director  
**DATE:** April 20, 2009  
**SUBJECT:** Dedication of the Kings Beach Gateway Monument Sign

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**ACTION REQUESTED**

Dedication of the Kings Beach Gateway Monument Sign

**BACKGROUND**

The Redevelopment Agency contracted with Pastore • Ryan to design a gateway monument sign for the Kings Beach community and the installation has been recently completed. The Swiss Mart site, at 8797 North Lake Boulevard, Kings Beach, is the project site and was acquired by the Agency in 2006. The previous gas station buildings and underground storage tanks have been removed and contaminated soil remediation work is substantially completed. The monument sign is installed at the southeast corner of the site at the intersection of North Lake Boulevard and Chipmunk Street. The remainder of the site is planned to be made available for future redevelopment. Prior to installation, the design underwent extensive public review. The design was reviewed by the North Tahoe Regional Advisory Council, the North Tahoe Business Association, and the North Tahoe Site Design Review Committee. The new gateway monument will serve as an artistic icon to welcome visitors into the State of California and the community of Kings Beach.

**ENVIRONMENTAL**

Signs are Categorically Exempt from the California Environmental Quality Act (CEQA) as accessory structures, per Section 15311 of the State CEQA Guidelines and Section 18.36.130 of Placer County Environmental Review Ordinance.

**FISCAL IMPACT**

There will be no impact to Placer County's General Fund as this project is being paid for out of Redevelopment Tax Increment Funds. The installation was completed within the construction bid amount previously approved by your Board.

**RECOMMENDATION**

Attend the ribbon cutting ceremony and dedicate the Kings Beach Gateway Monument Sign.

Attachment: Sign Photo

cc: Karin Schwab, Agency Counsel

