

ADOPTED APRIL 4, 2006

19West Plan

**PUBLIC NODES**

The 19 West Urban Plan will largely be developed with separate architectural identities. The best way to achieve cohesiveness and identity is through use of general physical elements that can be used consistently, or in some cases, complementarily throughout the mixed-use district. Unique gateway and street signage will create an appealing and consistent design/color theme throughout the district.

*Gateway Monument Signs*

The entry monuments will identify gateways to the 19 West Urban Plan area and enhance visibility of this area. The community identification signage will hopefully encourage property owners to redevelop their properties into mixed-use development, construct new residential development, or adaptively reuse existing buildings. The entry signage will reinforce a sense of community and value for a successful revitalization.

A monument sign, designed as a smaller scale version of the approved City entry monument sign (Figure 30) may be installed at the following locations. The exact sign dimensions and locations will be determined by the City's Planning and Transportation Services Divisions as mixed-use development is proposed.

*Harbor Blvd. and W. 19th St. (Figures 31 and 32)*

Two potential sign locations have been chosen in the medians of the above intersection. The first median is located on W. 19th St., east of Harbor Blvd. The second median is located on W. 19th St., west of Harbor Blvd.



Figure 30: Visual simulation of suggested monument signage.



Figure 31 and 32: Illustrative examples of suggested monument signage at Harbor Blvd. & West 19th Street.  
Note: Not to Scale