



# City of Oceanside

300 North Coast Highway,  
Oceanside, California 92054

## Staff Report

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**File #:** 26-1294

**Agenda Date:** 4/8/2026

**Agenda #:** 15.

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**DATE:** April 8, 2026

**TO:** Honorable Mayor and City Councilmembers

**FROM:** Development Services Department

**TITLE: PROFESSIONAL SERVICES AGREEMENT FOR ANALYSIS AND DESIGN SERVICES FOR THE OCEANSIDE GATEWAY SIGNAGE PROJECT**

### **RECOMMENDATION**

Staff recommends that the City Council approve a Professional Services Agreement (PSA) with Graphic Solutions, Ltd. ("Graphic Solutions"), in an amount not to exceed \$254,342, for analysis, design, and construction management services for the Oceanside Gateway Signage project; and authorize the City Manager to execute the agreement.

### **BACKGROUND AND ANALYSIS**

As Oceanside continues to thrive, the City remains committed to showcasing its identity and advancing the goals of the City's Master Plan for the Arts, while enhancing the cityscape through creative placemaking. In this spirit, and with the 2028 Summer Olympics presenting a unique opportunity to welcome visitors from around the world, the City intends to install a distinctive overhead gateway sign at the entrance of Downtown Oceanside. The project was presented and approved as an action item at the City Council's recent Downtown workshop.

On November 3, 2025, the City issued a Request for Proposals (RFP) for professional design services encompassing site analysis, conceptual design development, and preparation of construction documents for the gateway sign. The planned signage is envisioned as a community gateway landmark celebrating Oceanside's history, culture, and identity. The RFP requires the selected consultant to conduct extensive public outreach to gather community input on the desired visual representation of Oceanside.

On December 15, 2025, the City received a proposal from Graphic Solutions outlining a comprehensive, phased approach to evaluate feasibility and develop the gateway signage design. The proposed scope of work includes stakeholder engagement and community outreach; location studies evaluating visibility, utilities, right-of-way, and safety; development of design concepts, including renderings and materials palettes; engineering coordination and preparation of construction documents; permitting and regulatory review support, including coordination with Coastal Commission if the sign is located within the Coastal Zone; sign fabrication and construction support services.

Although only one proposal was received, Graphic Solutions has demonstrated the qualifications and experience necessary to successfully deliver the project. The team comprises specialized subconsultants with expertise in civil and structural engineering, architecture, graphic design, and public outreach. Together, these disciplines will ensure that the gateway design is visually compelling, technically feasible, and fully compliant with City codes and applicable regulatory requirements.

Graphic Solutions also brings an established track record in gateway signage and installation throughout San Diego County, with notable completed projects including the City of San Diego's The Boulevard Sign, the Downtown El Cajon Welcome Sign, the City of Escondido's Maple Street Plaza, and, most recently the Point Loma Gateway sign.

Graphic Solutions has proposed an eight-month design schedule, allowing sufficient time for community outreach, design development, and presentation to key stakeholders, including the Arts Commission. Design work is scheduled to begin in May 2026, and be completed early in 2027.

Upon design completion of the design phase, the project will be bid for construction, with installation anticipated to start in late 2027. Although construction will be awarded under a separate contract, construction support services are included with the scope of this PSA, pending notice to proceed from staff.

### **FISCAL IMPACT**

The feasibility, design, and construction support cost of the Oceanside Gateway Signage project is \$254,342. The Welcome to Oceanside Sign-Design account 907201925501 has an available balance of \$590,853, therefore, sufficient funds are available.

<b>Description</b>	<b>Account</b>	<b>Amount</b>	<b>Available Balance</b>
Graphic Solutions PSA	<b>Welcome to Oceanside Sign-Design 907201925501.5305.10200</b>	<b>\$254,342</b>	<b>\$590,853</b>

### **COMMISSION OR COMMITTEE REPORT**

Does not apply.

### **CITY ATTORNEY'S ANALYSIS**

The referenced documents have been reviewed by the City Attorney and approved as to form.

Prepared by: MJ Hernandez, Assistant Engineer

Reviewed by: Brian Thomas, Interim Development Services Director

Submitted by: Jonathan Borrego, City Manager

**ATTACHMENTS:**

1. Staff Report
2. Agreement
3. Proposal