



Agenda Item #: _____

Staff Report

City of Manhattan Beach

TO: Honorable Mayor Ward and Members of the City Council

THROUGH: Geoff Dolan, City Manager

FROM: Jim Arndt, Public Works Director
Steve Finton, City Engineer

DATE: December 15, 2009

SUBJECT: Consideration of Recommendations Regarding the Selection of a Revised Pavement Logo to be Placed as Part of the Highland Avenue Overlay Project

RECOMMENDATION:

The North Manhattan Beach Business Improvement District (NMB-BID) recommends that the City Council consider a revised pavement logo for placement at the Highland Avenue / Rosecrans Avenue Intersection as part of the Highland Avenue Overlay Project.

FISCAL IMPLICATION:

There is no fiscal implication related to revision of the pavement logo.

BACKGROUND:

On July 21, 2009, City Council approved the work plan submitted by the NMB-BID. The plan consists of improvements in the Highland Avenue right-of-way as follows:

1. 40 additional trees
2. Construction of curb extensions at 6 locations
3. Installation of 15-foot wide patterned crosswalks at 4 locations (8 crosswalks) on Highland Avenue:
 - Highland Avenue at Rosecrans Avenue, 5 crosswalks, all sides (existing painted crosswalks)
 - Highland Avenue at 36th Street, 1 crosswalk, north side (existing painted crosswalk)
 - Highland Avenue at 35th Street, 1 crosswalk, north side (existing painted crosswalk)
 - Highland Avenue at 34th Street, 1 crosswalk, north side (existing painted crosswalk)

At its regular meeting on September 2, 2009, The NMB-BID Board selected a style and color for patterned crosswalks at the 8 crosswalks included in the plan. On September 16, 2009, City Council approved the color and style of crosswalks to be placed within the NMB-BID and

approved placement of pavement logos at four locations at the Highland Avenue / Rosecrans Avenue Intersection.

In addition to the eight crosswalks within NMB-BID, there are 16 crosswalks on Highland outside the NMB that will be constructed as 10-foot wide patterned crosswalks.

DISCUSSION:

The original logo recommended by the NMB-BID and approved by City Council was a depiction of a wave and pier (as shown in Attachment A) and was to be installed within four crosswalks at the Highland Avenue / Rosecrans Avenue intersection. The logo closely resembles the Manhattan Beach 10K Run (MB10K) logo. Staff consulted MB10K representatives who requested that the logo be changed to maintain an identity for the MB10K that is distinctly different from that of the NMB-BID.

The NMB-BID Board approved a revised logo (Attachment B) by the unanimous vote of the Board members present at the November 4, 2009 Board meeting. The new logo depicts a surfboard, wave line and sun in tribute to the surf tradition of the North Manhattan Beach area. The revised logo is an original design for which the City will have a no-cost license agreement with the artist for use of the logo in the NMB-BID. The logo would be the same size (8' diameter) and be placed in the same locations as originally proposed (Attachment C).

Placement of the crosswalks and logos will be performed under the Highland Avenue Overlay Project scheduled for construction starting in February 2010.

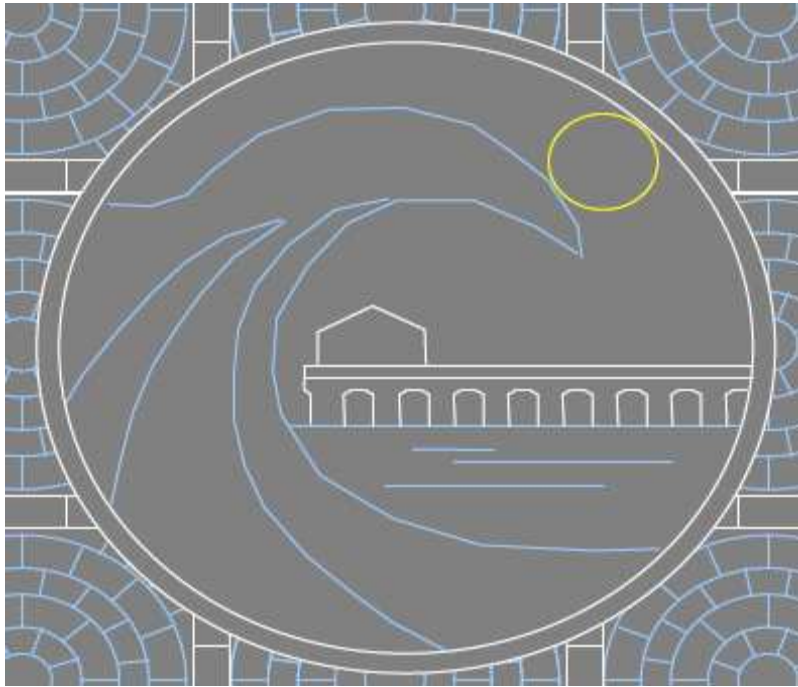
Attachments:

- A) Original Logo (Wave and Pier)
- B) Revised Logo (Surfboard)
- C) Logo Layout
- D) Map of NMB-BID
- E) Map of Highland Avenue Overlay Project

Attachment A

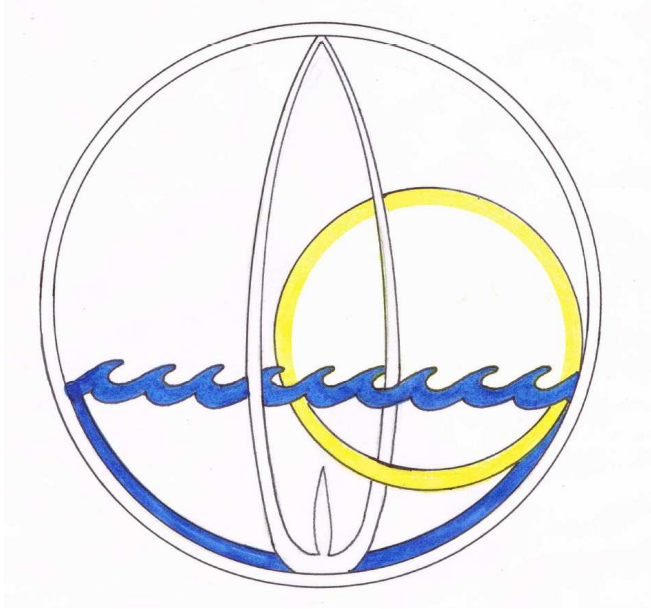
Original Logo (approved September 15, 2009)

Too Similar to Manhattan Beach 10K Logo

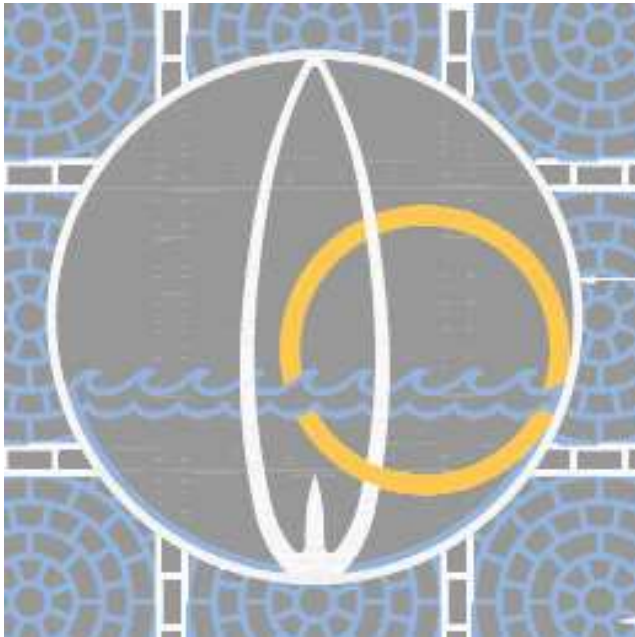


Attachment B

Recommended New Logo



Graphic developed by *Sur La Mer Design*
Designer Patrick Tennant and provided for
use in the NMB-BID.

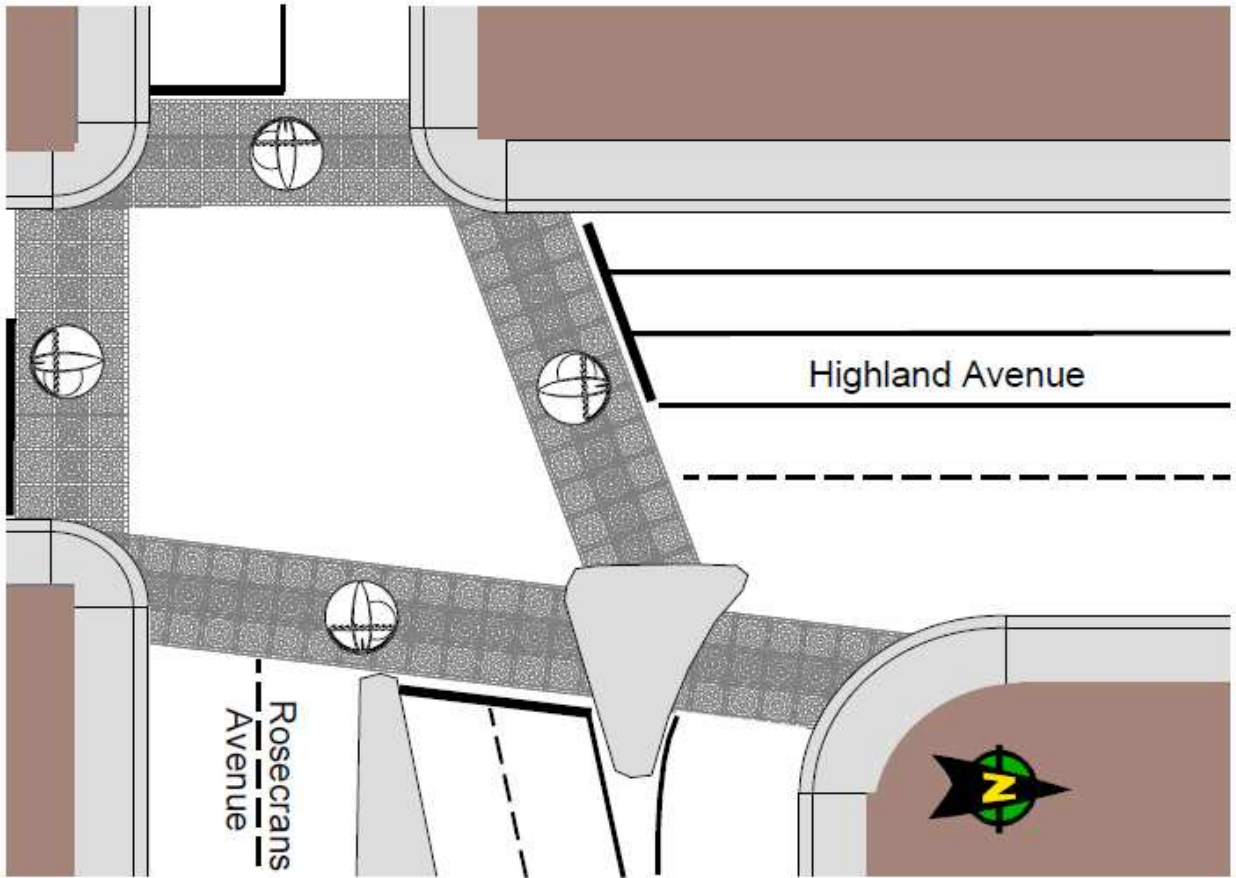


Rendering of graphic as it would look on
pavement.

8' in diameter within a 15' wide crosswalk

Attachment C

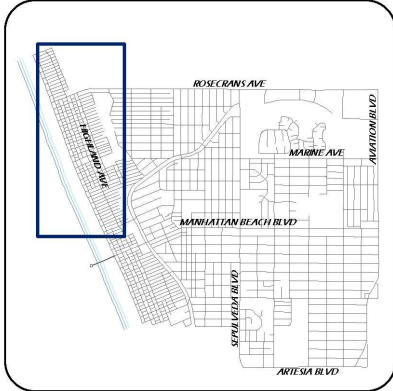
Logo Layout



Attachment D



Attachment E



City of Manhattan Beach

Highland Ave Street Overlay Project

