

**CITY OF MANHATTAN BEACH
DEPARTMENT OF COMMUNITY DEVELOPMENT
MEMORANDUM**

TO: Planning Commission

FROM: Anne McIntosh, Director of Community Development
Stephanie Katsouleas, Director of Public Works
Prem Kumar, City Engineer

THROUGH: Laurie B Jester, Planning Manager

BY: Mamerto Estepa Jr., Associate Engineer

DATE: May 23, 2018

SUBJECT: Presentation of a Prototype of the City Council-selected Citywide Wayfinding Sign Program Theme.

RECOMMENDATION:

Staff recommends that the Planning Commission review the prototype made for the City council-selected Citywide Wayfinding Sign Program theme and provide feedback.

BACKGROUND:

On October 3, 2017, City staff and Selbert Perkins Design provided an overview of the city's existing signage and presented to City Council three designs that could unify signage throughout the City (see Attachment 1). These three designs showcased Beach Classic and Modern themes, as well as enhancing existing signage (e.g., obelisks, Monuments, etc.). Please note that the previous council and other stakeholders in the downtown and north end areas of Manhattan Beach participated in the development of the themes ultimately presented over the last several years. City Council reviewed, discussed and ultimately selected the Beach Classic theme for the Citywide Wayfinding Signage Program, and staff was directed to proceed with the final development of the master plan guidelines for future signage using that theme. The Master Plan is currently in final review.

DISCUSSION:

The full-size Pedestrian Direction Sign prototype being presented at the Planning Commission meeting provides a tangible representation of the Beach Classic theme look, material and size, while the Wayfinding Master Plan itself will identify all the design parameters for the full suite of signage needs for the City. In addition to the Planning Commission, feedback on the prototype and overall beach classic design theme was requested from the Downtown Business Professional Association, North Manhattan Beach Business Improvement District, Cultural Arts Commission, and Parking and Public Improvements Commission prior to final presentation to and approval from City Council on June 5, 2018.

CONCLUSION:

Staff recommends that the Planning Commission provide feedback on the prototype sign and the overall design theme for the Citywide Wayfinding Sign Program.

Attachments:

1. PowerPoint Presented to City Council on 10/3/2017
2. Full-Sized "Proof" Sample

CITY OF MANHATTAN BEACH

SIGNAGE AND WAYFINDING

03 OCTOBER 2017



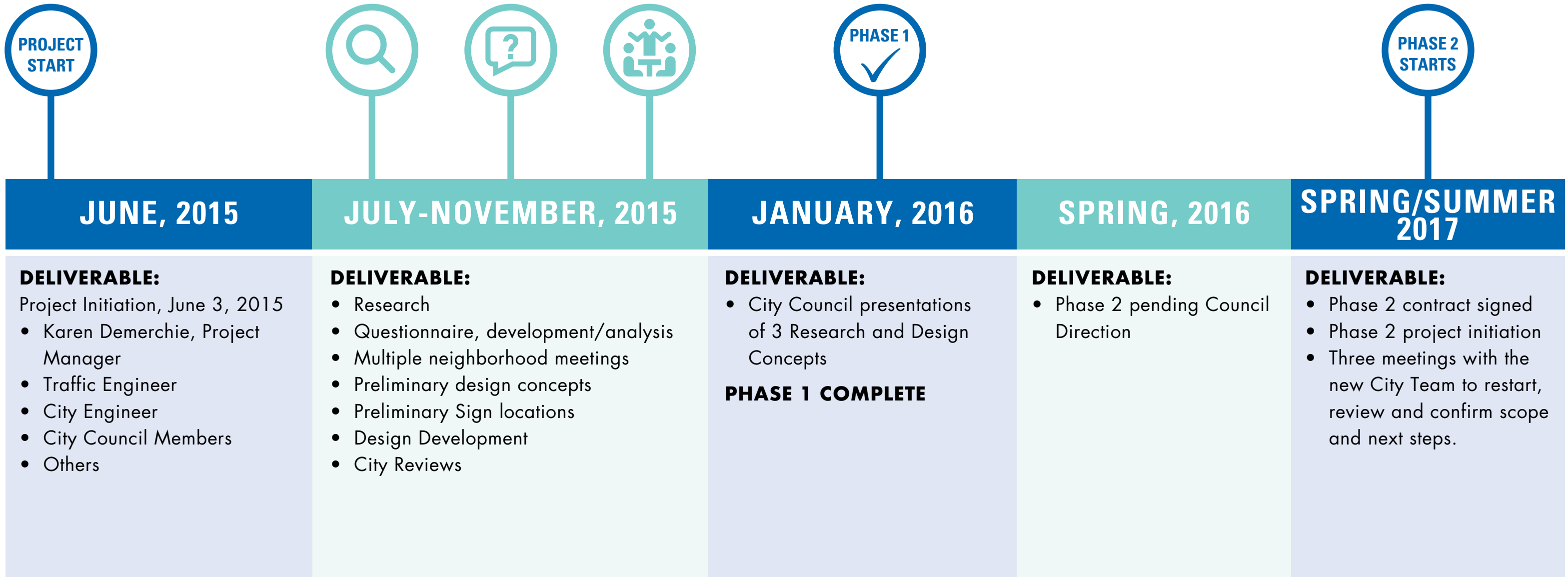
selbert perkins design collaborative

432 Culver Boulevard, Playa Del Rey, CA 90293

T 310 822 5223 www.selbertperkins.com

PROJECT OVERVIEW



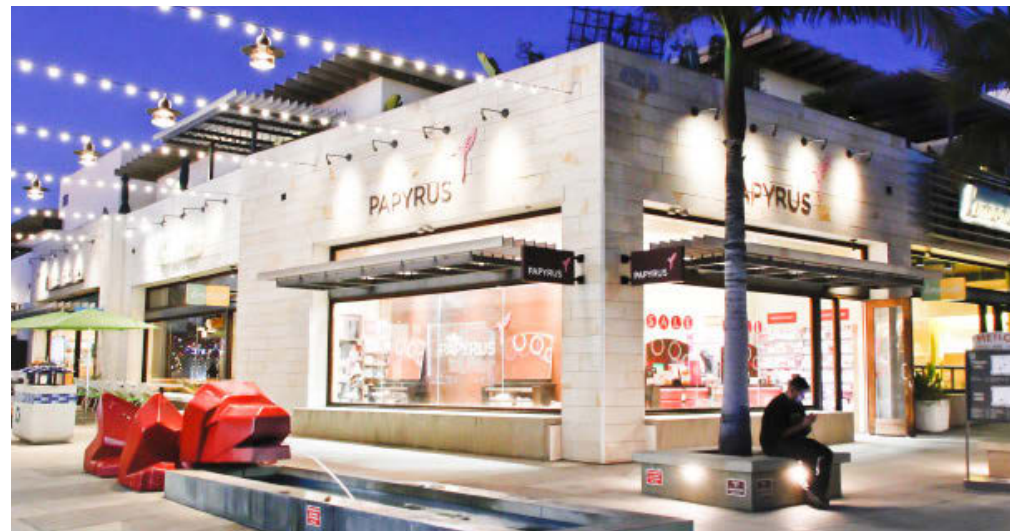


OVERVIEW

The purpose of the Signage and Wayfinding Plan is to build awareness of the City of Manhattan Beach through a comprehensive and intuitive identification and wayfinding system for visitors and residents.

PROJECT GOALS

- **Build awareness** of Manhattan Beach and its destinations.
- **Preserve** the small town beach character.
- Create a **unified** visual language.
- Create a **welcoming**, intuitive, and positive experience for residents and visitors.
- **Facilitate parking**
- Identify and **eliminate sign clutter**.
- Reinforce the history of Manhattan Beach through storytelling.
- Design a **unified and flexible** system to facilitate maintenance, repair, reprogramming, and replacement.
- Integrate **sustainable** processes, materials, and technologies for all elements.



CITY IDENTITY



DISTRICT IDENTITY



STREET IDENTITY



DESTINATION IDENTITY



VEHICLE DIRECTION SIGNS



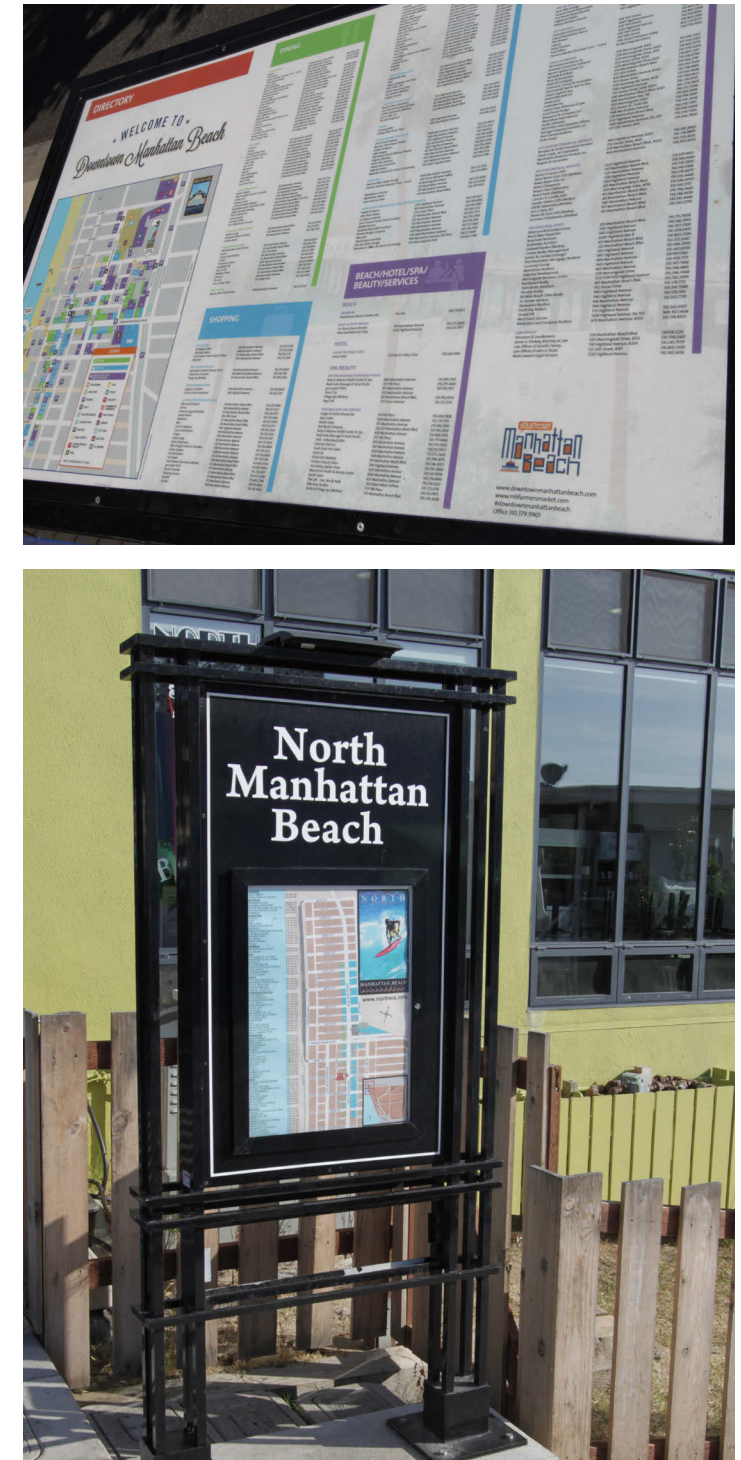
PARKING DIRECTION SIGNS



PARKING IDENTITY SIGNS



PEDESTRIAN DIRECTORY SIGNS



PUBLIC TRANSPORTATION



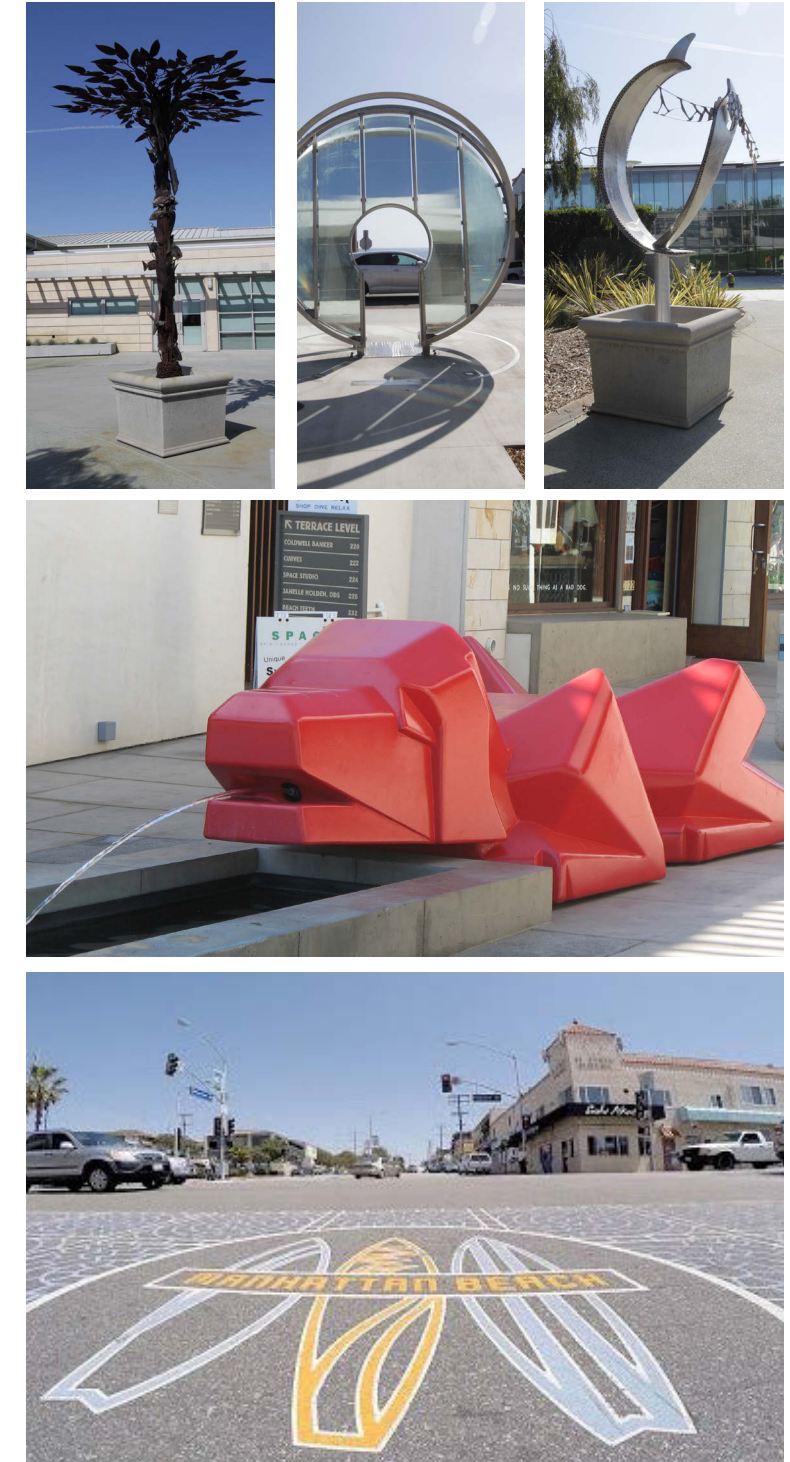
CITY REGULATION SIGNS



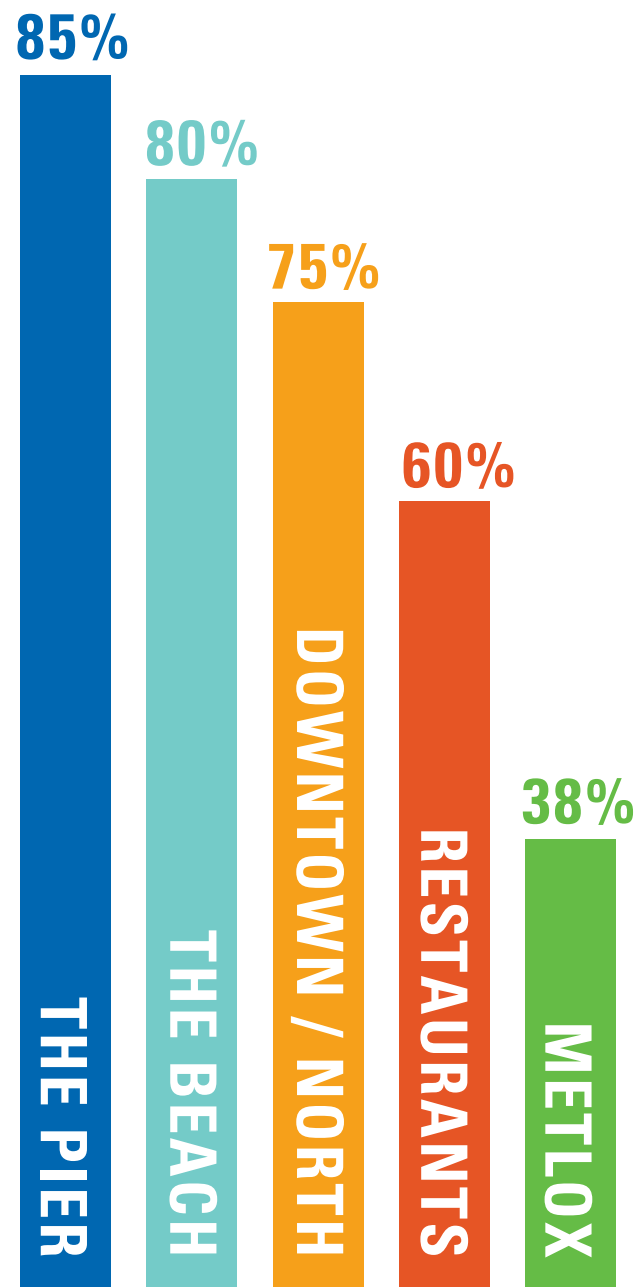
AMENITIES



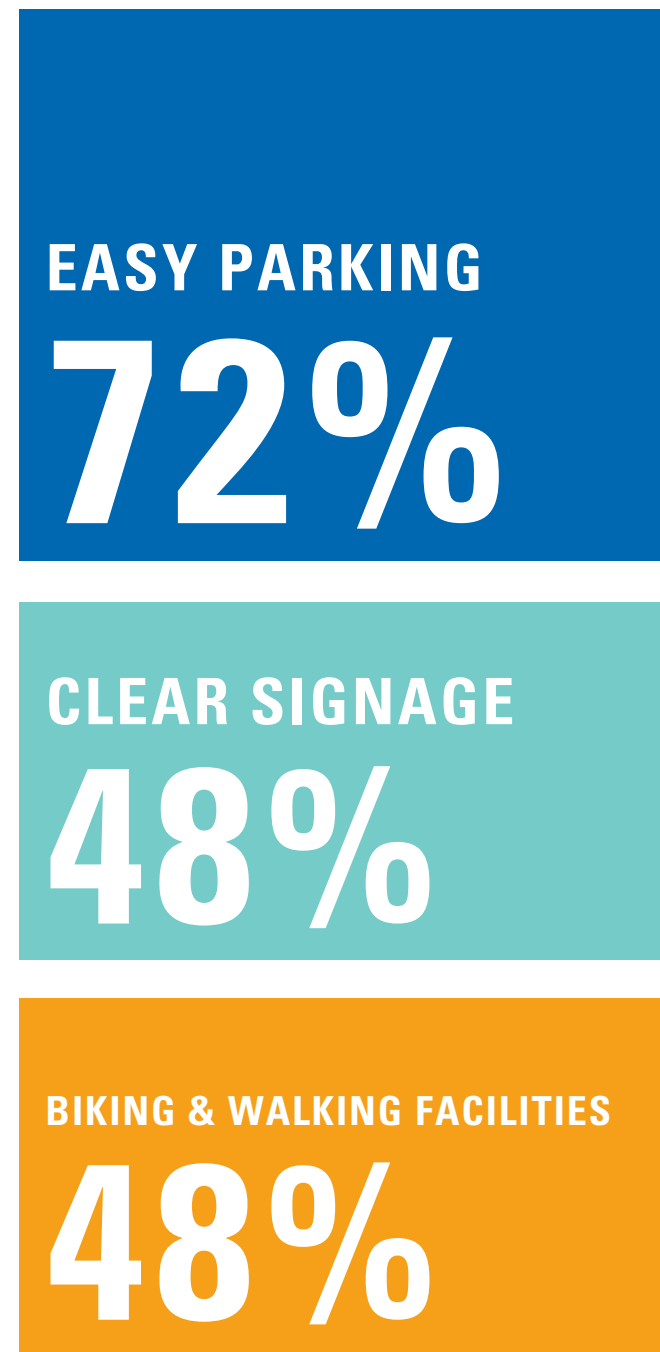
PUBLIC ART



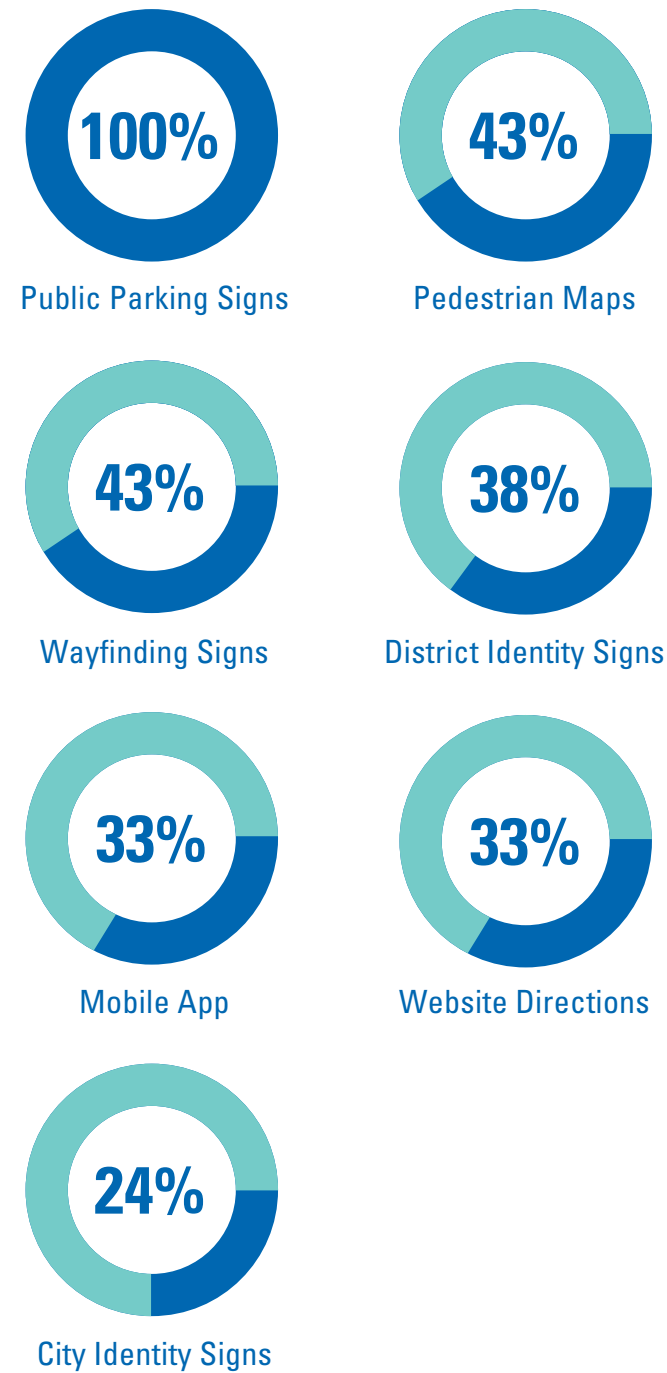
TOP DESTINATIONS



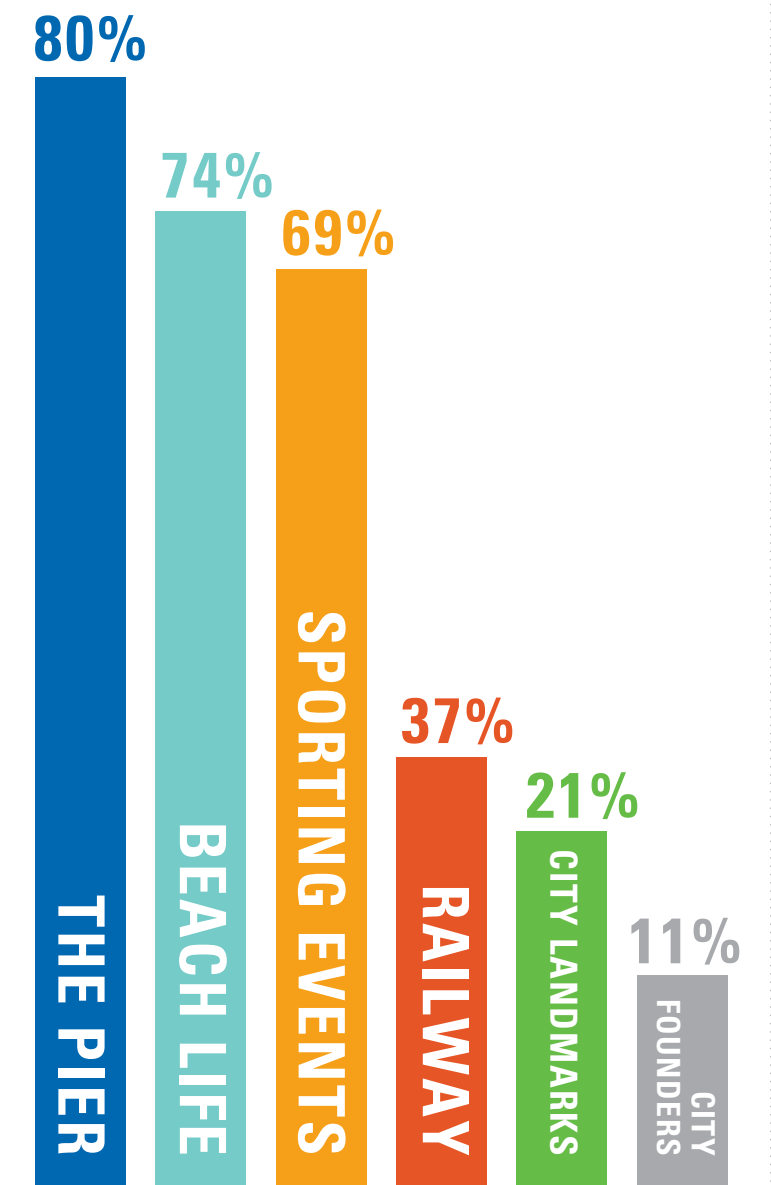
TOP VISITOR NEEDS



HELPFUL WAYFINDING ELEMENTS



MANHATTAN BEACH STORIES



VOLLEYBALL



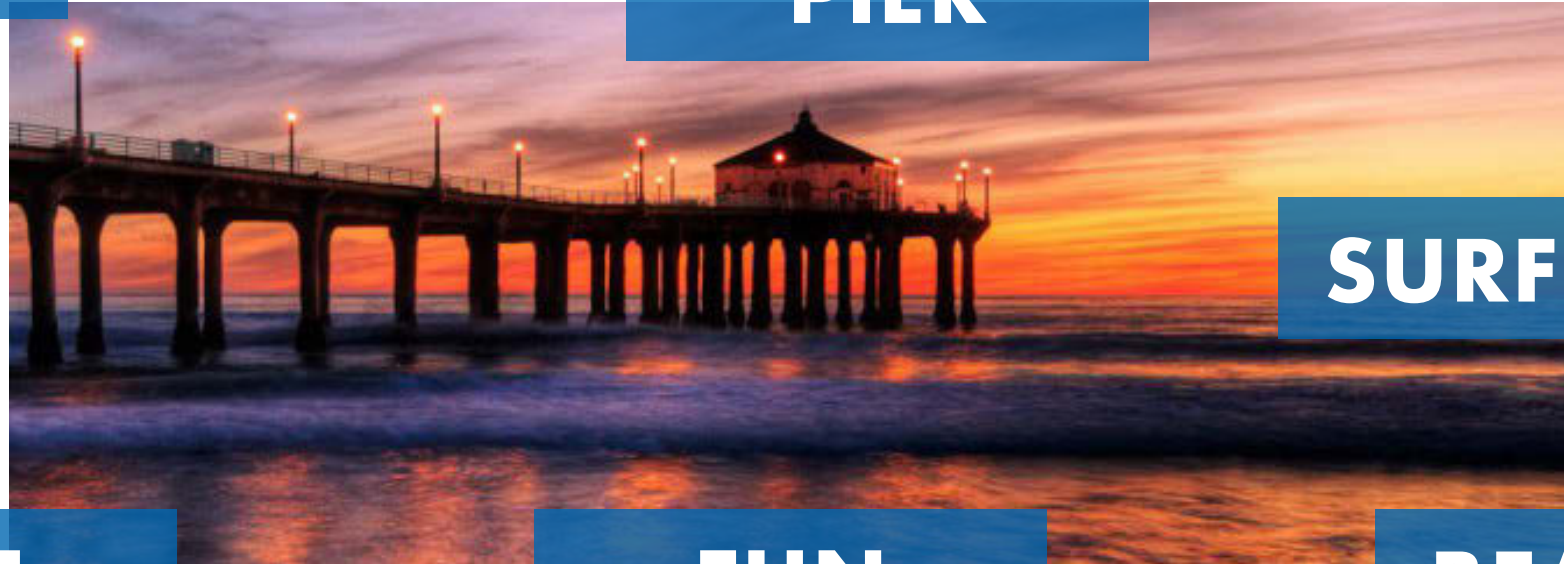
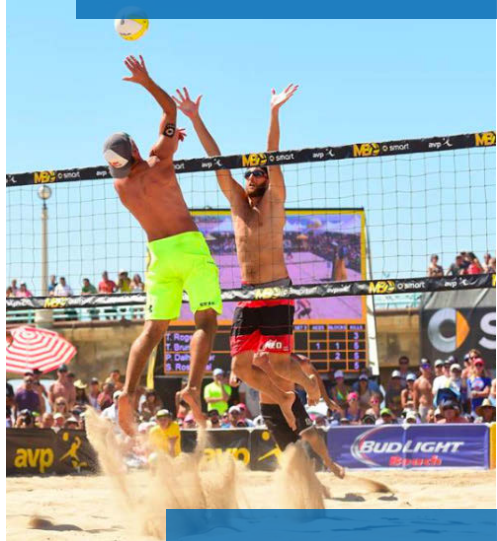
BEAUTIFUL



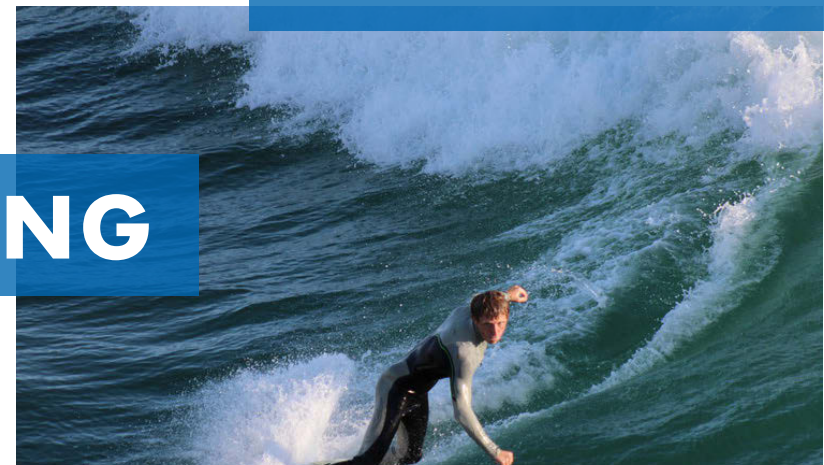
OCEAN

PIER

TIMELESS



SURFING



SAFE

FUN

BEACH

SUN

SAND



COMMUNITY



CITY OF
MANHATTAN BEACH



PROJECT
CITY OF MANHATTAN BEACH
SIGNAGE AND WAYFINDING

DATE
03 OCTOBER 2017

DESCRIPTION
CORE PERSONALITY

Design Options



Concepts for Review:

1. Enhance the Existing: inspired by key elements from the existing sign system.

2. Beach Classic: this option uses colors and materials that express the culture and lifestyle of the Manhattan Beach community.

3. Modern: bright, bold colors and layered materials work together to create a modern sign system.



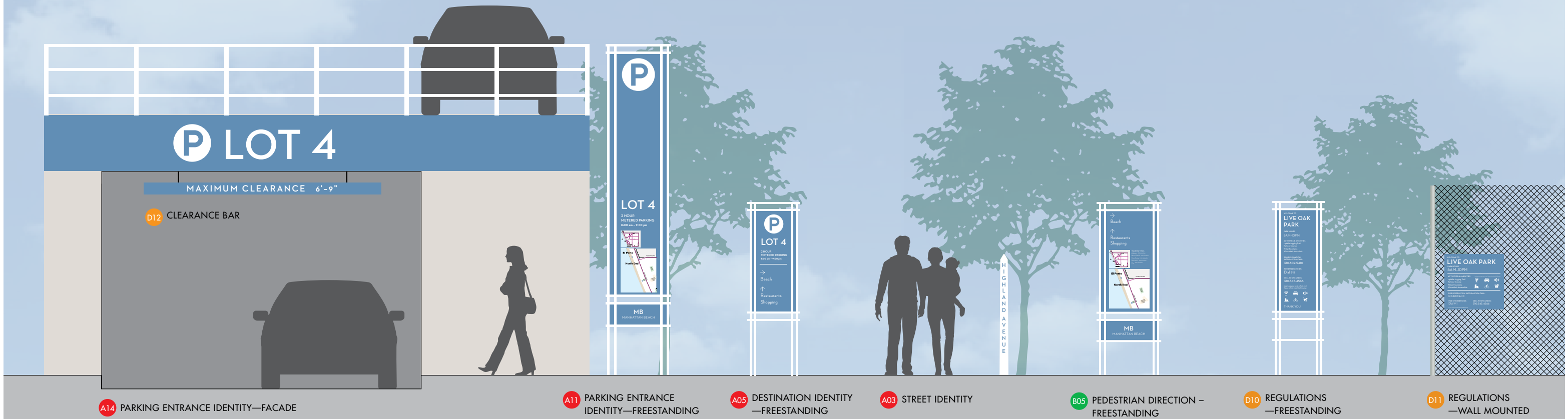
Concept 1—Enhance the Existing

(Note – Option selected as of January, 2016)





Concept 1—Option A (Blue)



A14 PARKING ENTRANCE IDENTITY—FACADE

A11 PARKING ENTRANCE IDENTITY—FREESTANDING

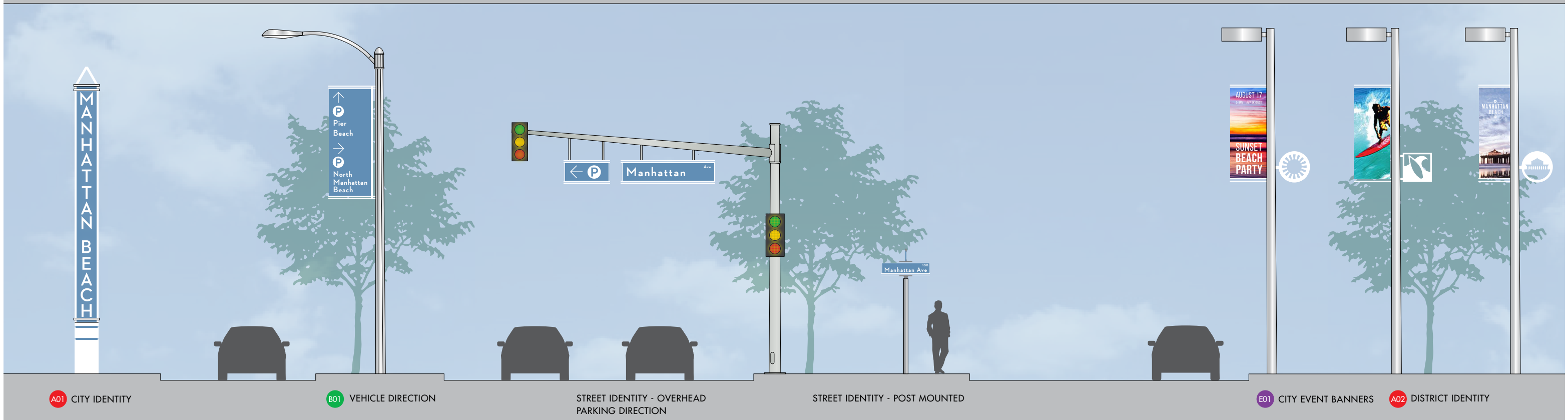
A05 DESTINATION IDENTITY—FREESTANDING

A03 STREET IDENTITY

B05 PEDESTRIAN DIRECTION—FREESTANDING

D10 REGULATIONS—FREESTANDING

D11 REGULATIONS—WALL MOUNTED



A01 CITY IDENTITY

B01 VEHICLE DIRECTION

STREET IDENTITY - OVERHEAD PARKING DIRECTION

STREET IDENTITY - POST MOUNTED

E01 CITY EVENT BANNERS

A02 DISTRICT IDENTITY



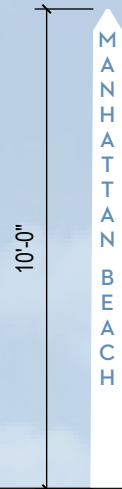
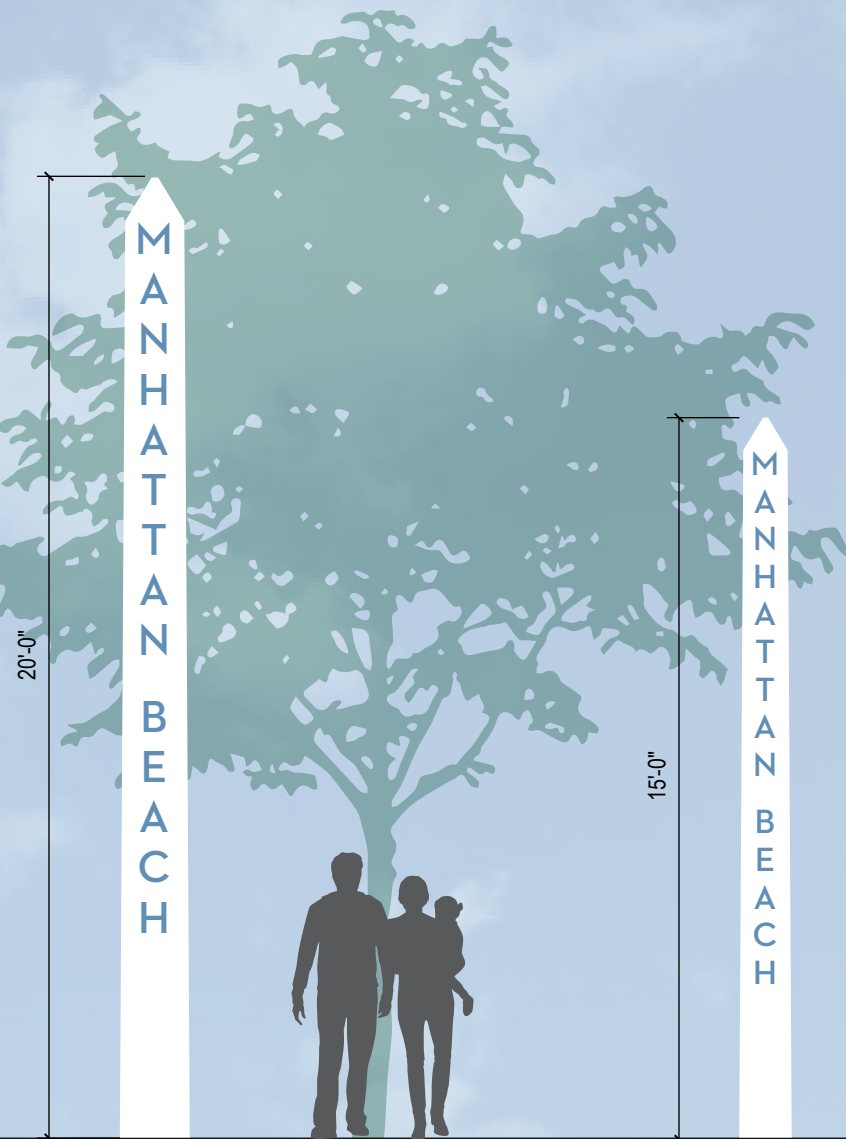
Concept 1—Option A (Blue)

scale: 1/4" = 1'-0"



- A01 CITY IDENTITY
 - STREET IDENTITY - OVERHEAD
 - PARKING DIRECTION
 - B01 VEHICLE DIRECTION
 - E01 CITY EVENT BANNERS
 - A02 DISTRICT IDENTITY
- STREET IDENTITY - POST MOUNTED

Concept 1—Option B (White)

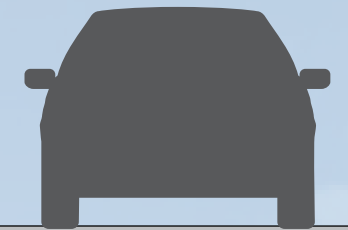


A01 CITY IDENTITY - OPTIONS

Street Identity



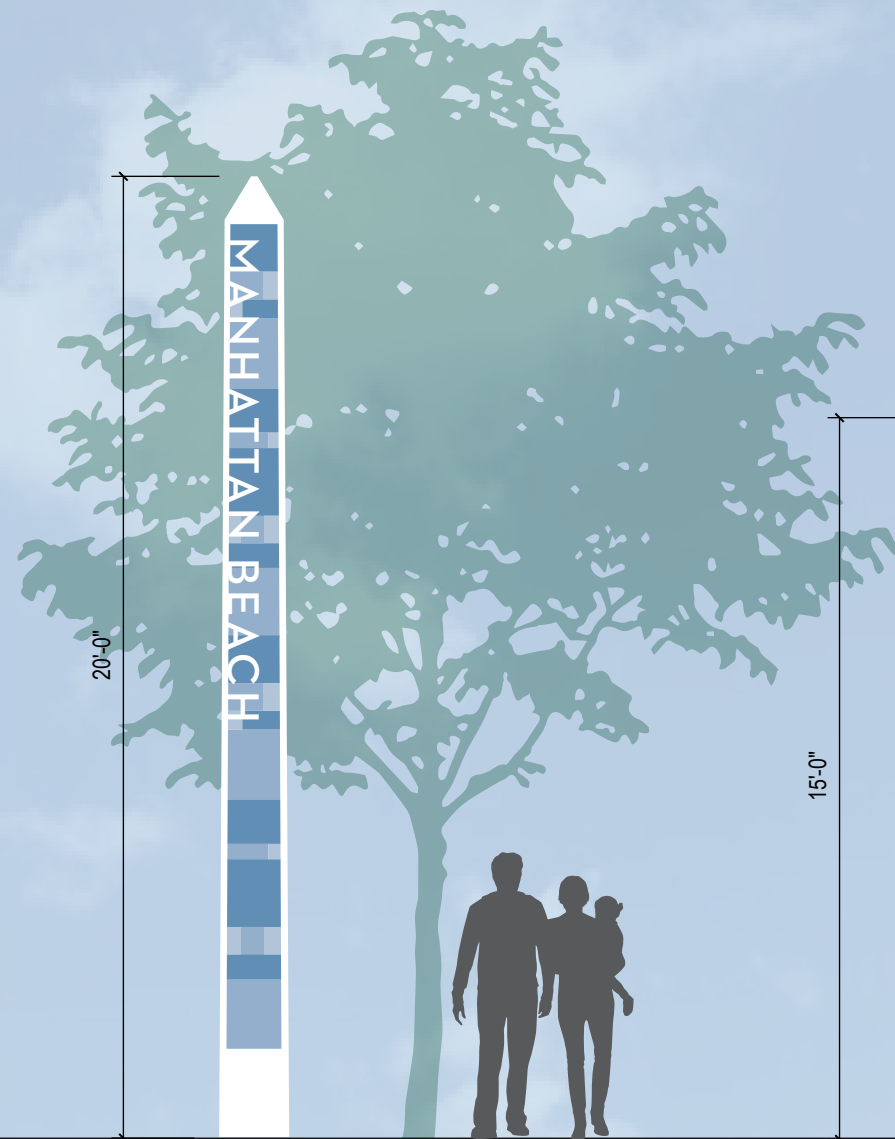
Existing Conditions



Concept 1—Option C (Sea glass)



Inspiration - sea glass



20'-0"

MANHATTAN BEACH

15'-0"

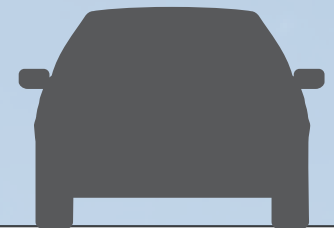
MANHATTAN BEACH

10'-0"

MANHATTAN BEACH

5'-0"

HIGHLAND AVENUE



A01 CITY IDENTITY - OPTIONS

Street Identity



CITY OF
MANHATTAN BEACH



PROJECT
CITY OF MANHATTAN BEACH
SIGNAGE AND WAYFINDING

DATE
03 OCTOBER 2017

DESCRIPTION
CONCEPT 1—CITY IDENTITY STUDY

Concept 1—Option A (Blue)

scale: 1/2" = 1'-0"



A14 PARKING ENTRANCE IDENTITY—FACADE

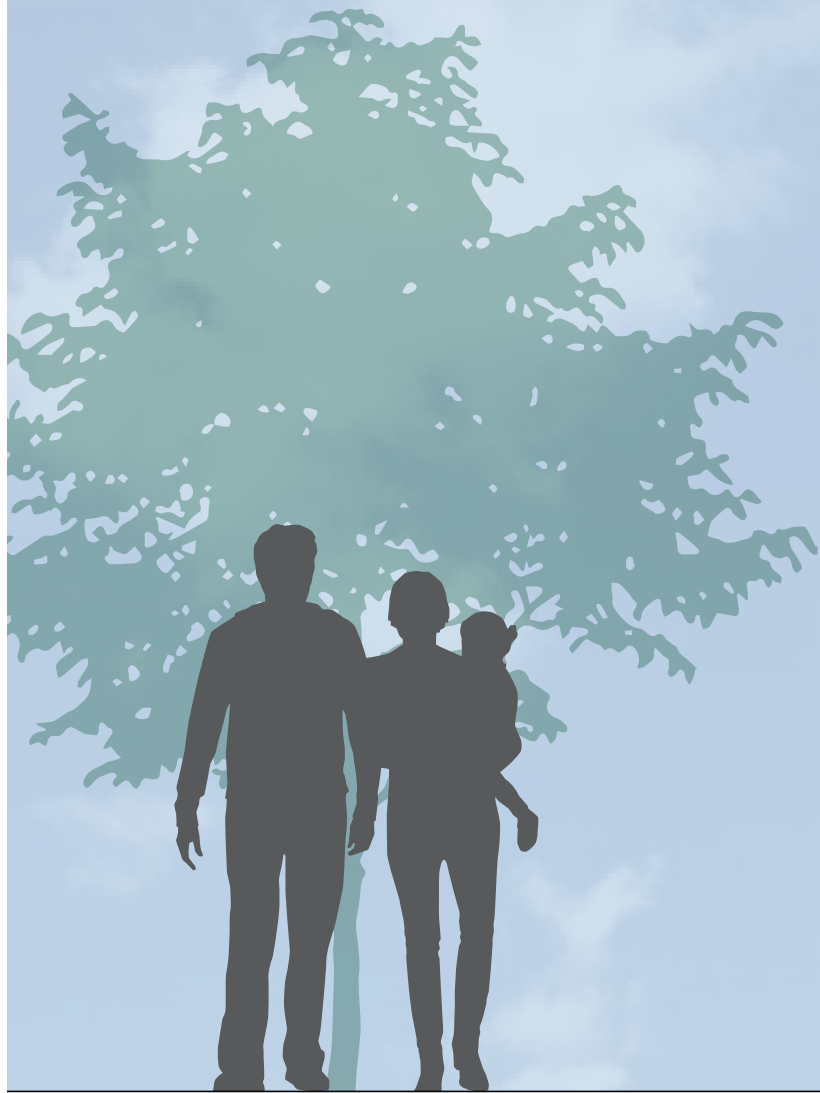
A11 PARKING ENTRANCE IDENTITY—FREESTANDING

A05 DESTINATION IDENTITY—FREESTANDING



Concept 1—Option A (Blue)

scale: 1/2" = 1'-0"



WELCOME TO
LIVE OAK PARK
PARK HOURS
6AM-10PM

ACTIVITIES & AMENITIES
1.5 Mile Jogging Trail
Parkour Course
Water Fountains
Wheelchair Accessible

Help keep your parks safe to visit. Please refrain from the following:

FOR RESERVATION INFORMATION CALL:
310.802.5410

FOR EMERGENCIES: Dial 911

CELL PHONE USERS:
310.545.4566

CITY OF MANHATTAN BEACH

ENLARGED DETAIL

→ Beach
↑ Restaurants
Shopping

WALKING TIMES
El Porto
North End

MB
MANHATTAN BEACH

WELCOME TO
VALLEY PARK
PARK HOURS
6AM-10PM

ACTIVITIES & AMENITIES
1.5 Mile Jogging Trail
Parkour Course
Water Fountains
Wheelchair Accessible

FOR RESERVATION INFORMATION CALL:
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THANK YOU!

WELCOME TO
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PARK HOURS
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B05 PEDESTRIAN DIRECTION—
FREESTANDING

D10 REGULATIONS—
FREESTANDING

D11 REGULATIONS—
WALL MOUNTED



CITY OF
MANHATTAN BEACH



PROJECT
CITY OF MANHATTAN BEACH
SIGNAGE AND WAYFINDING

DATE
03 OCTOBER 2017

DESCRIPTION
CONCEPT 1—SUMMARY OF SIGN TYPES

Concept 1—Before



Concept 1—Option A (Blue)



Parking Garage Paint

Parking Identity and Map

Banners

Sculpture

Obelisk

Crosswalks

Pedestrian Direction and Map



CITY OF
MANHATTAN BEACH



PROJECT
CITY OF MANHATTAN BEACH
SIGNAGE AND WAYFINDING

DATE
03 OCTOBER 2017

DESCRIPTION

CONCEPT 1—ROSECRANS AVE/HIGHLAND AVE (AFTER)

Concept 1—Option B (White)



- Parking Garage Paint

Parking Identity and Map
- Banners

Sculpture
- Obelisk

Crosswalks
- Pedestrian Direction and Map

Concept 1—Before



Concept 1—Option A (Blue)



Banners Parking Direction Pedestrian Direction & Map Crosswalks Sculpture Obelisk

Concept 1—Option B (White)



Banners Parking Direction Pedestrian Direction & Map Crosswalks Sculpture Obelisk

Concept 1—Before



Concept 1—Option A (Blue)

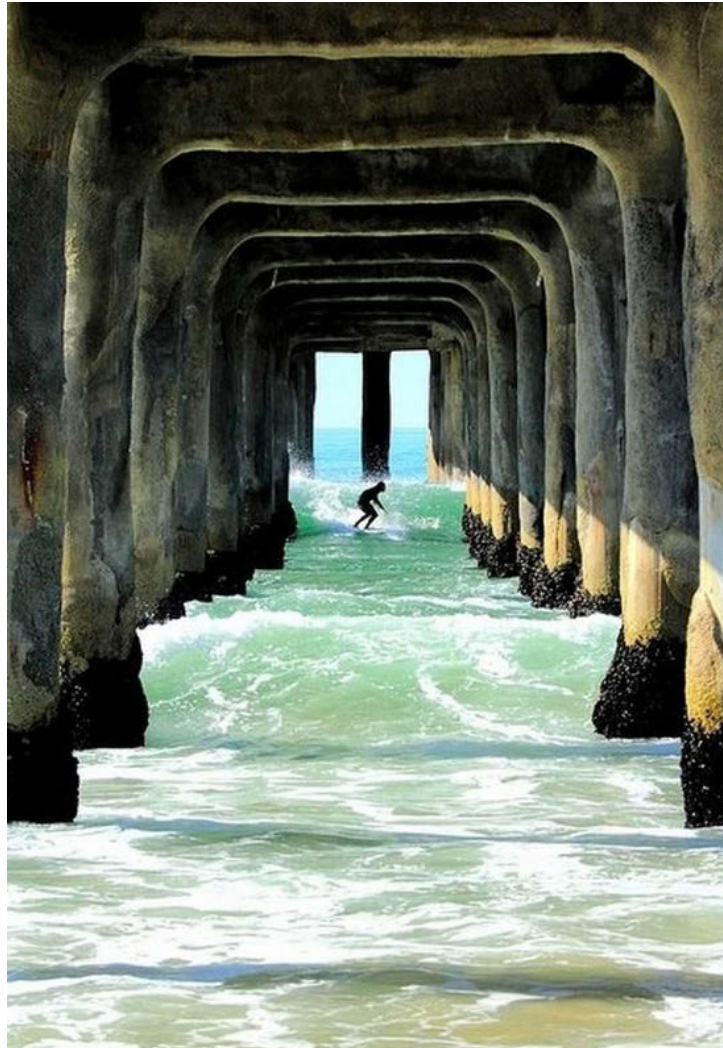


Concept 1—Option B (White)

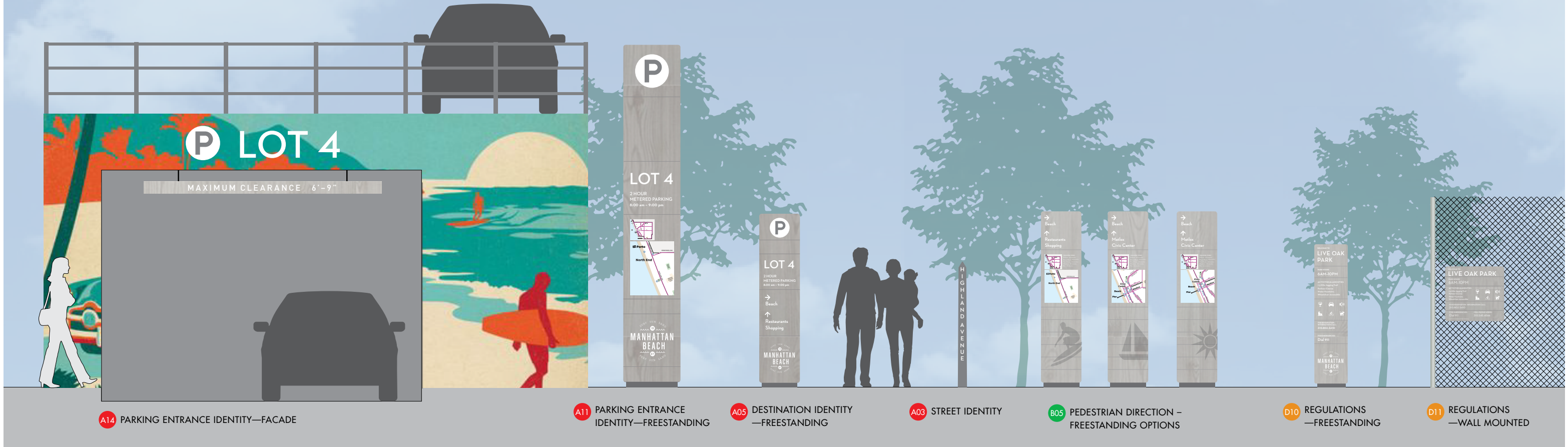


Concept 2—Beach Classic





Concept 2—Option A (Weathered Wood)



A14 PARKING ENTRANCE IDENTITY—FACADE

A11 PARKING ENTRANCE IDENTITY—FREESTANDING

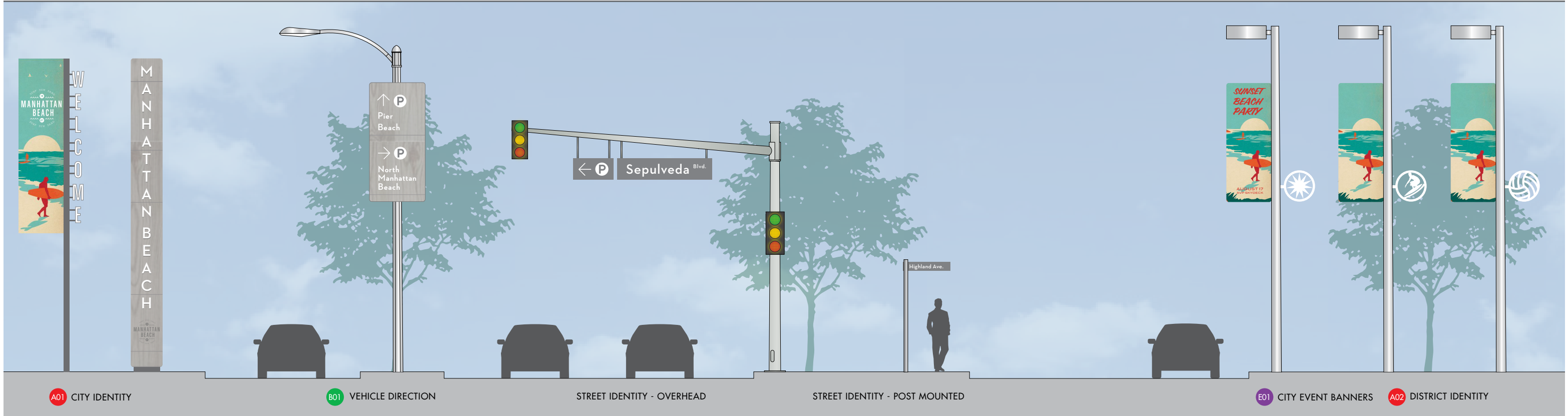
A05 DESTINATION IDENTITY—FREESTANDING

A03 STREET IDENTITY

B05 PEDESTRIAN DIRECTION—FREESTANDING OPTIONS

D10 REGULATIONS—FREESTANDING

D11 REGULATIONS—WALL MOUNTED



A01 CITY IDENTITY

B01 VEHICLE DIRECTION

STREET IDENTITY - OVERHEAD

STREET IDENTITY - POST MOUNTED

E01 CITY EVENT BANNERS

A02 DISTRICT IDENTITY



Concept 2—Option A (Weathered Wood)

scale: 1/4" = 1'-0"



A01 CITY IDENTITY - OPTIONS
STREET IDENTITY - POST MOUNTED

STREET IDENTITY - OVERHEAD

B01 VEHICLE DIRECTION

A02 DISTRICT IDENTITY

E01 CITY EVENT BANNERS

Concept 2—Option B (Light Weathered Wood)

scale: 1/4" = 1'-0"



A01 CITY IDENTITY - OPTIONS
STREET IDENTITY - POST MOUNTED

STREET IDENTITY - OVERHEAD

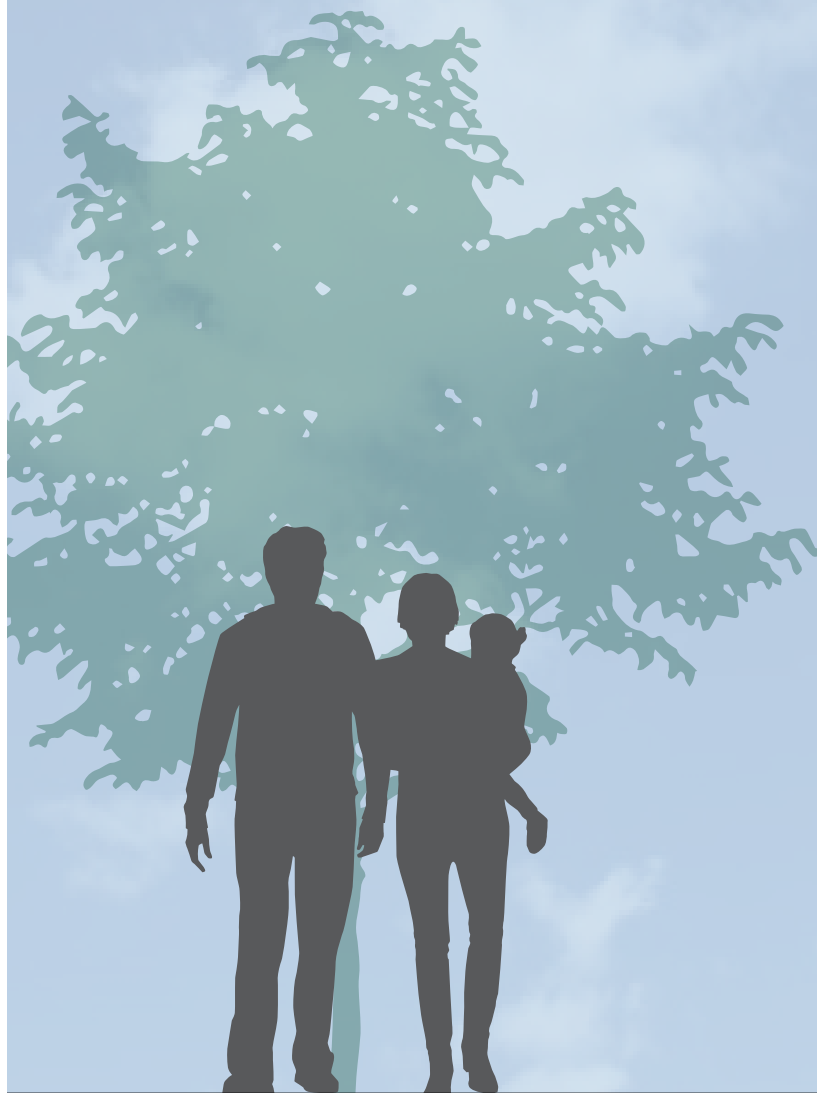
B01 VEHICLE DIRECTION

A02 DISTRICT IDENTITY

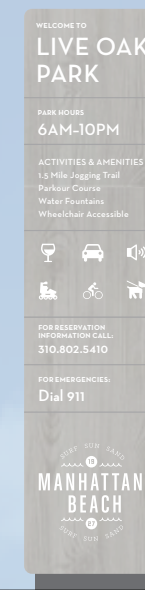
E01 CITY EVENT BANNERS

Concept 2—Option A (Weathered Wood)

scale: 1/2" = 1'-0"



B05 PEDESTRIAN DIRECTION—
FREESTANDING OPTIONS



D10 REGULATIONS—
FREESTANDING



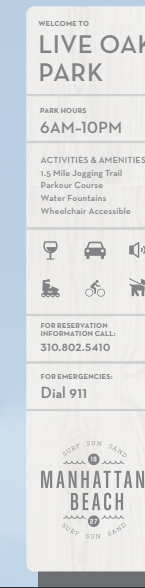
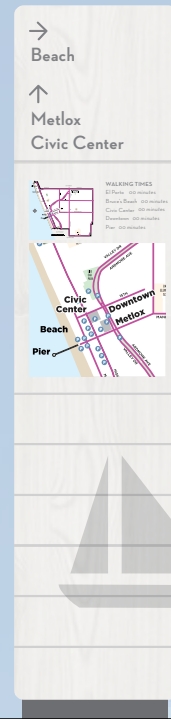
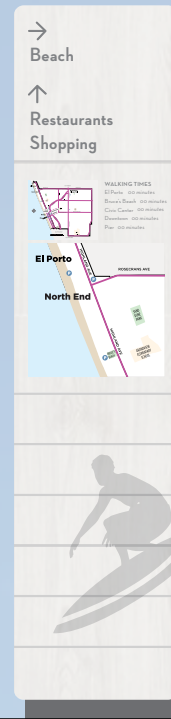
ENLARGED DETAIL



D11 REGULATIONS—
WALL MOUNTED

Concept 2—Option B (Light Weathered Wood)

scale: 1/2" = 1'-0"



ENLARGED DETAIL



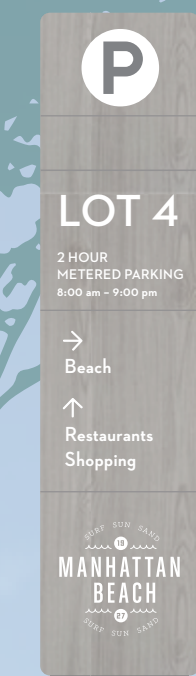
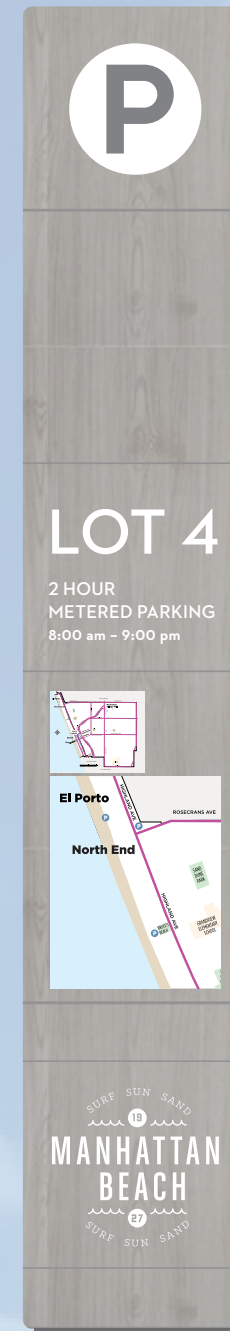
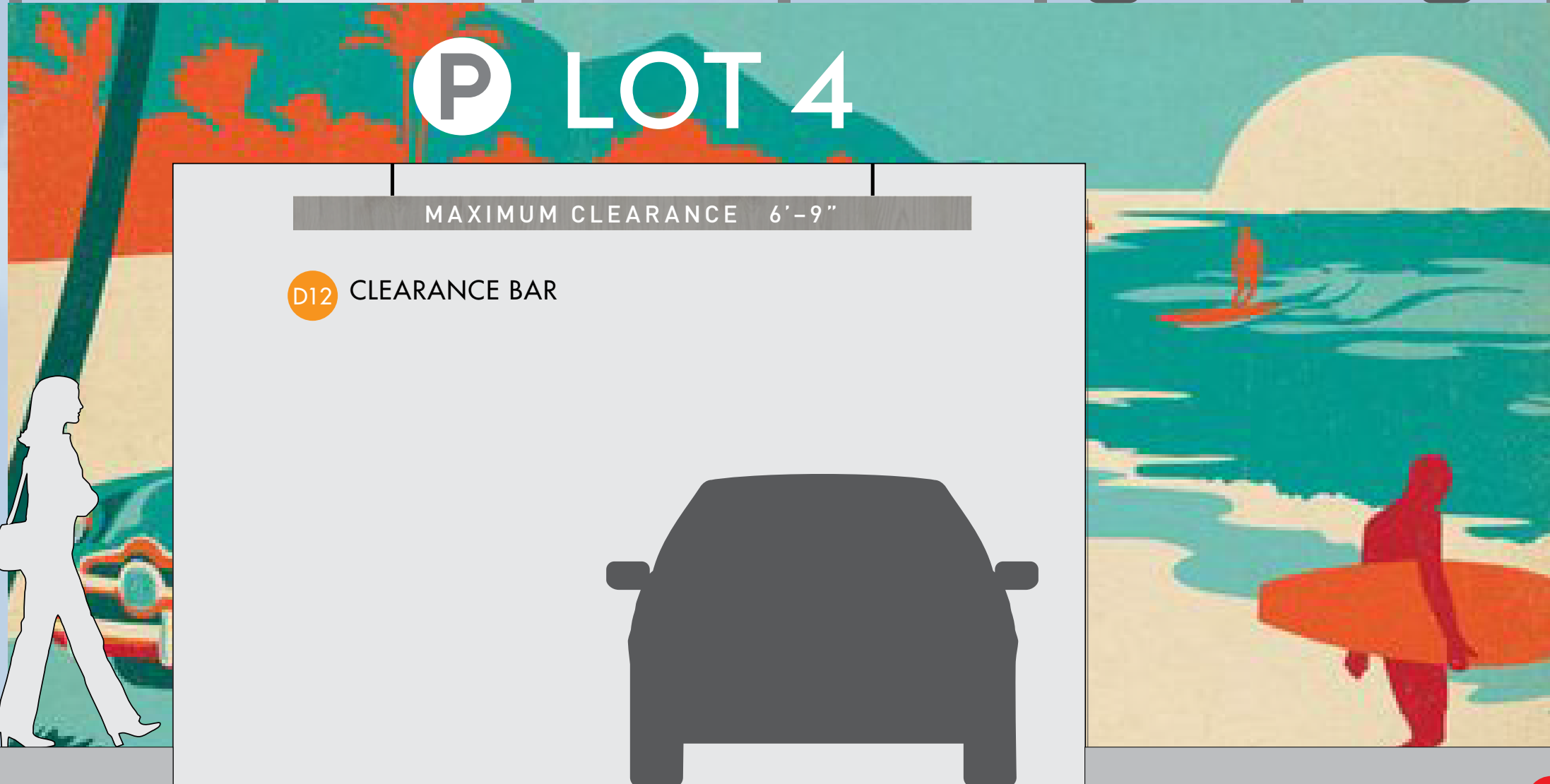
B05 PEDESTRIAN DIRECTION—
FREESTANDING OPTIONS

D10 REGULATIONS—
FREESTANDING

D11 REGULATIONS—
WALL MOUNTED

Concept 2—Option A (Weathered Wood)

scale: 1/2" = 1'-0"



A14 PARKING ENTRANCE IDENTITY—FACADE

A11 PARKING ENTRANCE IDENTITY—FREESTANDING

A05 DESTINATION IDENTITY—FREESTANDING



CITY OF MANHATTAN BEACH



PROJECT
CITY OF MANHATTAN BEACH
SIGNAGE AND WAYFINDING

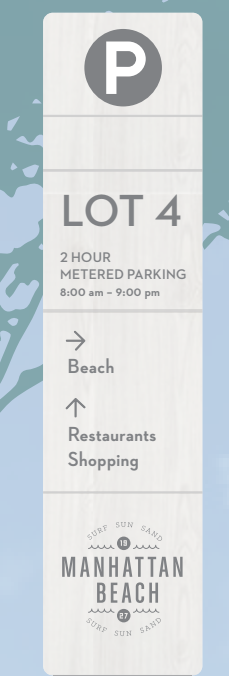
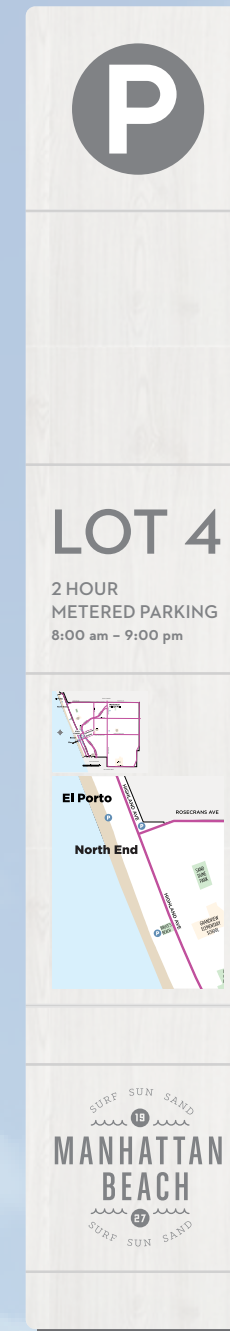
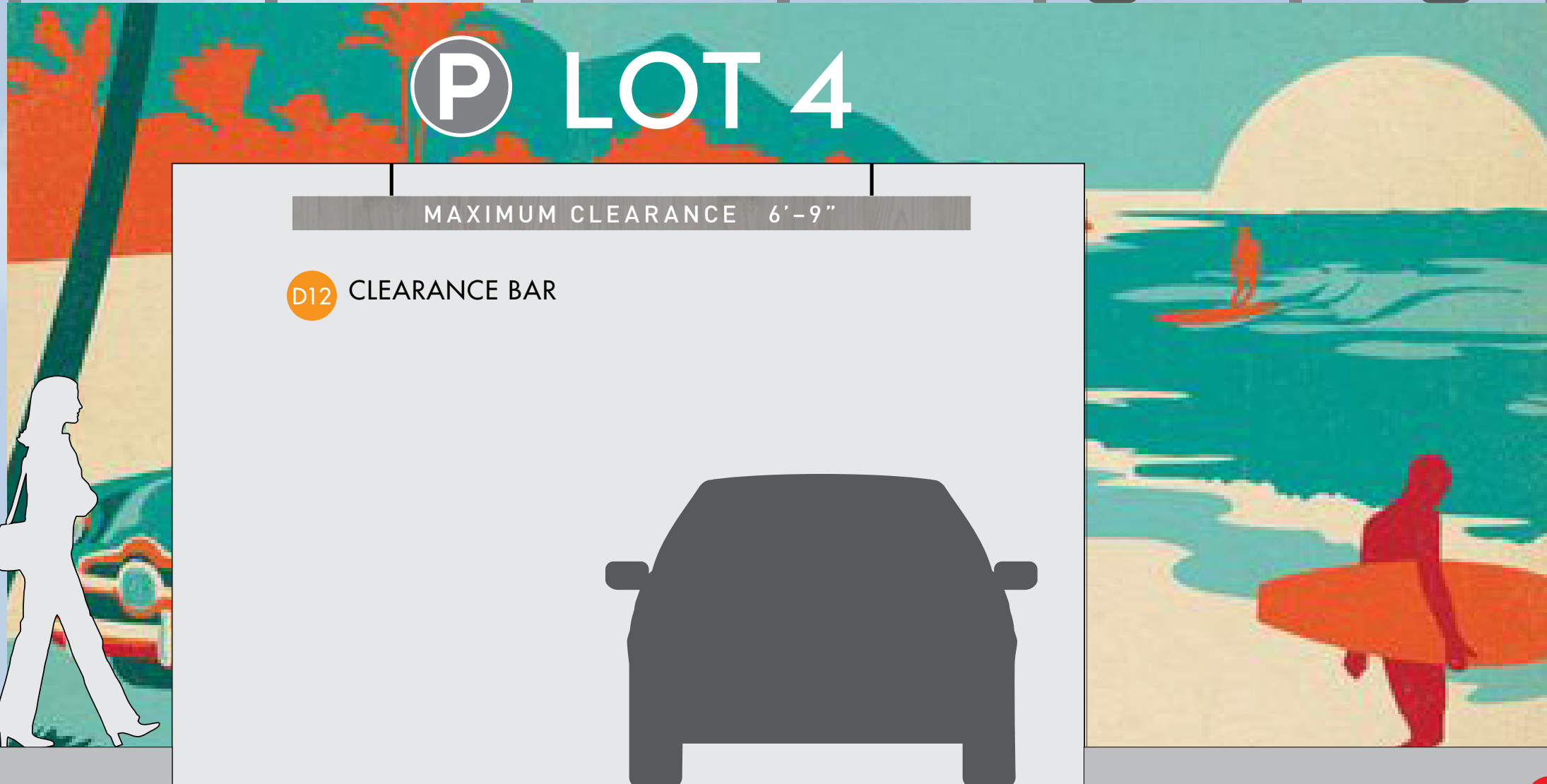
DATE
03 OCTOBER 2017

DESCRIPTION

CONCEPT 2—SUMMARY OF SIGN TYPES (OPTION A)

Concept 2—Option B (Light Weathered Wood)

scale: 1/2" = 1'-0"



A14 PARKING ENTRANCE IDENTITY—FACADE

A11 PARKING ENTRANCE IDENTITY—FREESTANDING

A05 DESTINATION IDENTITY—FREESTANDING



CITY OF MANHATTAN BEACH



PROJECT
CITY OF MANHATTAN BEACH
SIGNAGE AND WAYFINDING

DATE
03 OCTOBER 2017

DESCRIPTION

CONCEPT 2—SUMMARY OF SIGN TYPES (OPTION B)

Concept 2—Option A (Weathered Wood)



Parking Garage Graphics

Parking Identity and Map

Banners

Sculpture

City Identity

Crosswalks

Pedestrian Direction and Map



CITY OF
MANHATTAN BEACH



PROJECT
CITY OF MANHATTAN BEACH
SIGNAGE AND WAYFINDING

DATE
03 OCTOBER 2017

DESCRIPTION
CONCEPT 2—ROSECRANS AVE/HIGHLAND AVE

Concept 2—Option A (Weathered Wood)



City Identity

Parking Direction

Pedestrian Direction and Map

Crosswalks

Sculpture



Concept 2—Option A (Weathered Wood)

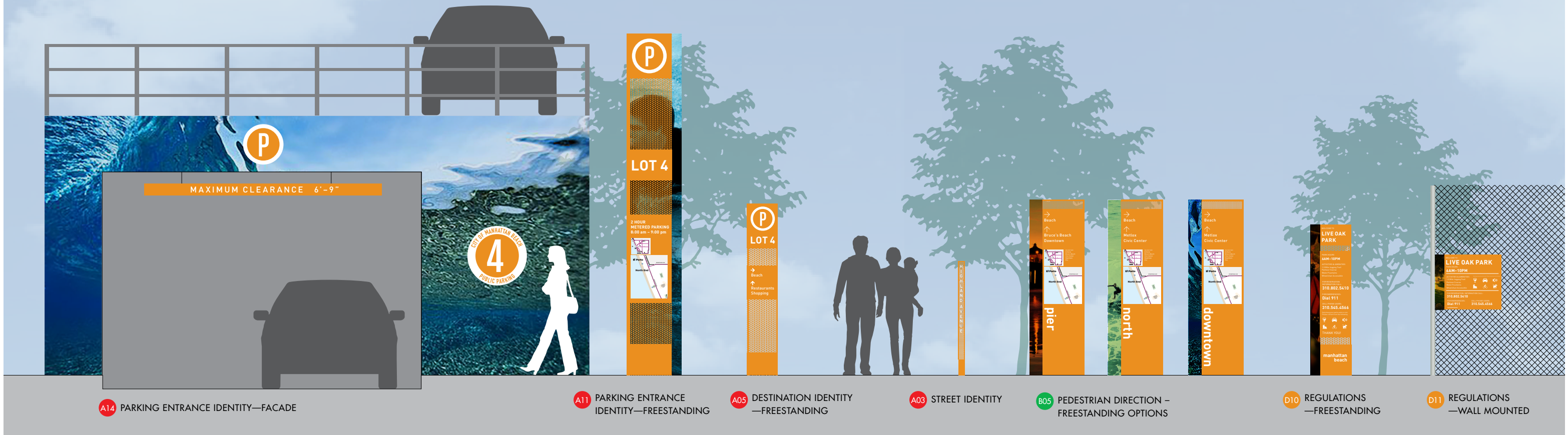


Concept 3—Modern





Concept 3



A14 PARKING ENTRANCE IDENTITY—FACADE

A11 PARKING ENTRANCE IDENTITY—FREESTANDING

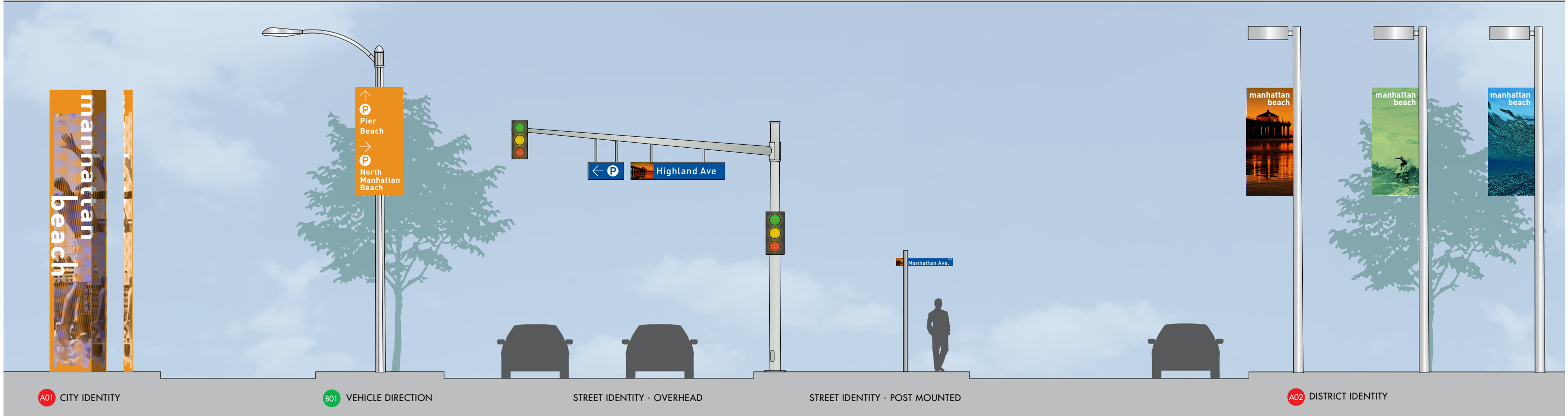
A05 DESTINATION IDENTITY—FREESTANDING

A03 STREET IDENTITY

B05 PEDESTRIAN DIRECTION—FREESTANDING OPTIONS

D10 REGULATIONS—FREESTANDING

D11 REGULATIONS—WALL MOUNTED



A01 CITY IDENTITY

B01 VEHICLE DIRECTION

STREET IDENTITY - OVERHEAD

STREET IDENTITY - POST MOUNTED

A02 DISTRICT IDENTITY



CITY OF
MANHATTAN BEACH



PROJECT
CITY OF MANHATTAN BEACH
SIGNAGE AND WAYFINDING

DATE
03 OCTOBER 2017

DESCRIPTION
CONCEPT 3—SUMMARY OF SIGN TYPES

Concept 3

scale: 1/4" = 1'-0"



A01 CITY IDENTITY - OPTIONS
STREET IDENTITY - POST MOUNTED

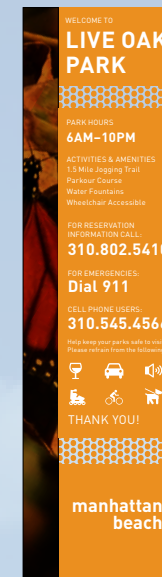
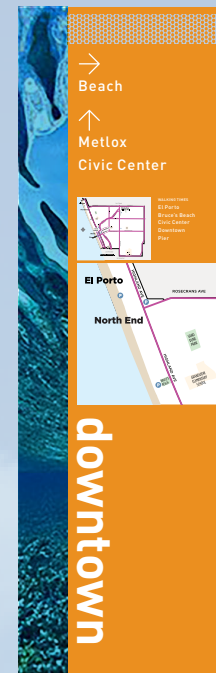
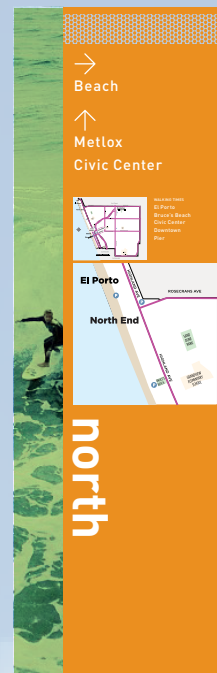
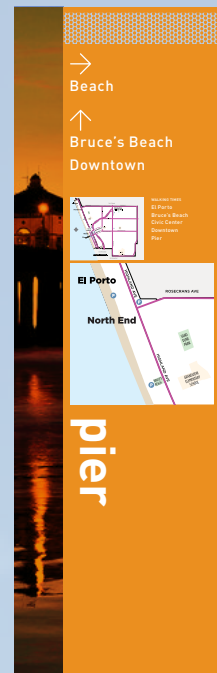
STREET IDENTITY - OVERHEAD
PARKING DIRECTION

B01 VEHICLE DIRECTION

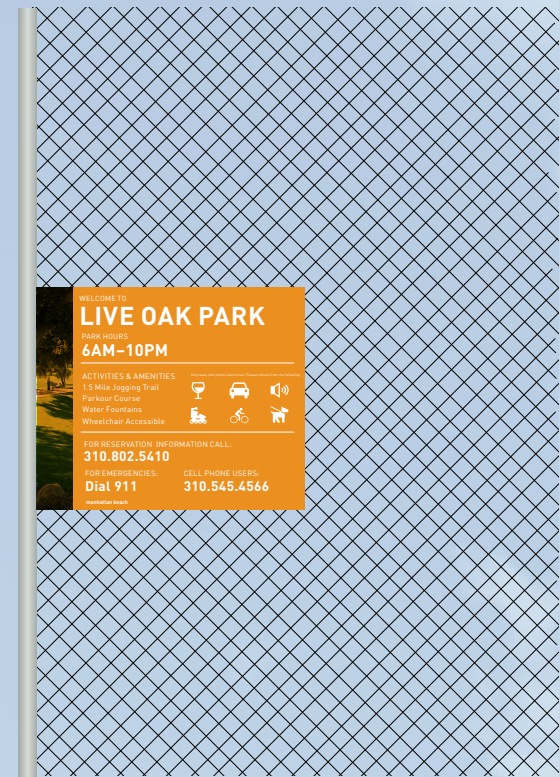
A02 DISTRICT IDENTITY

Concept 3

scale: 1/2" = 1'-0"



ENLARGED DETAIL



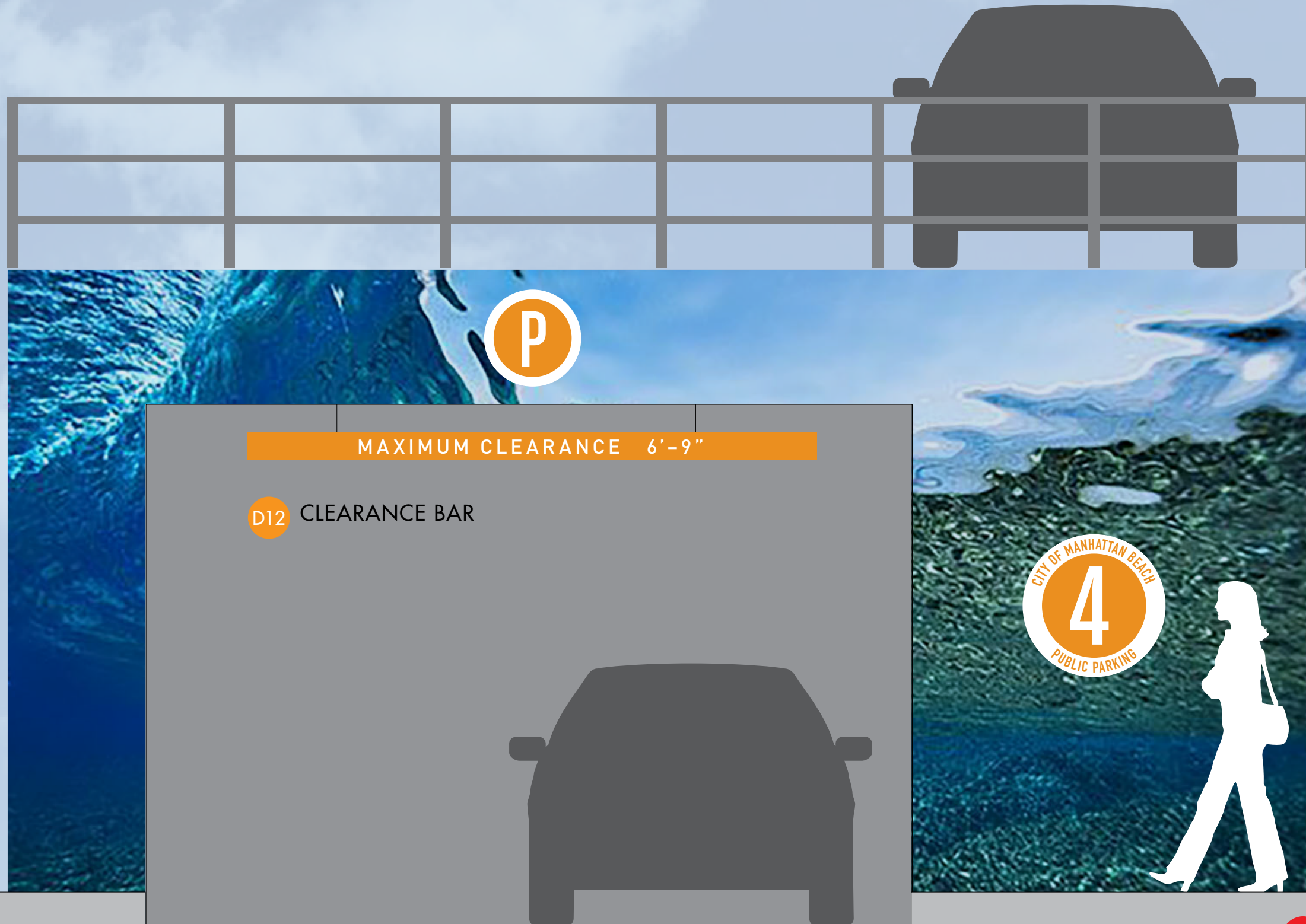
B05 PEDESTRIAN DIRECTION—
FREESTANDING OPTIONS

D10 REGULATIONS—
FREESTANDING

D11 REGULATIONS—
WALL MOUNTED

Concept 3

scale: 1/2" = 1'-0"



A14 PARKING ENTRANCE IDENTITY—FACADE

A11 PARKING ENTRANCE IDENTITY—FREESTANDING

A05 DESTINATION IDENTITY — FREESTANDING

Concept 3



Concept 3



City Identity

Parking Direction

Pedestrian Direction and Map

Crosswalks

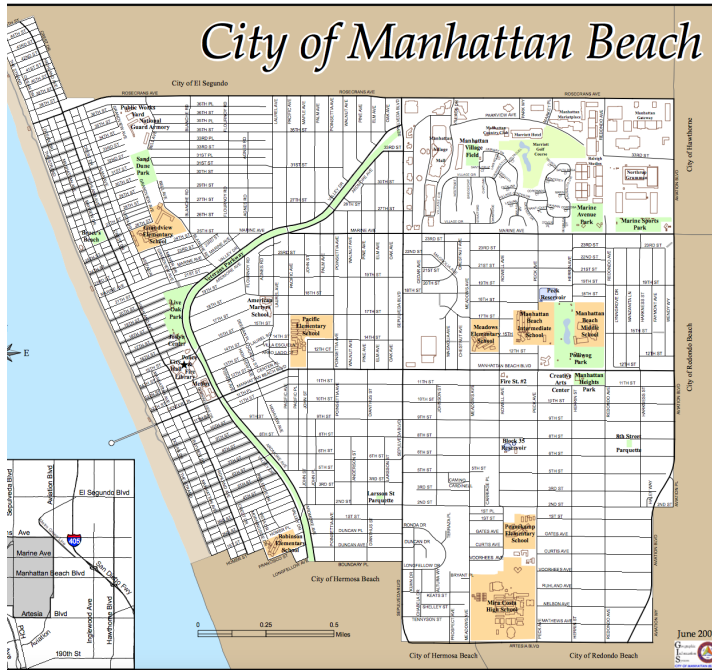
Concept 3



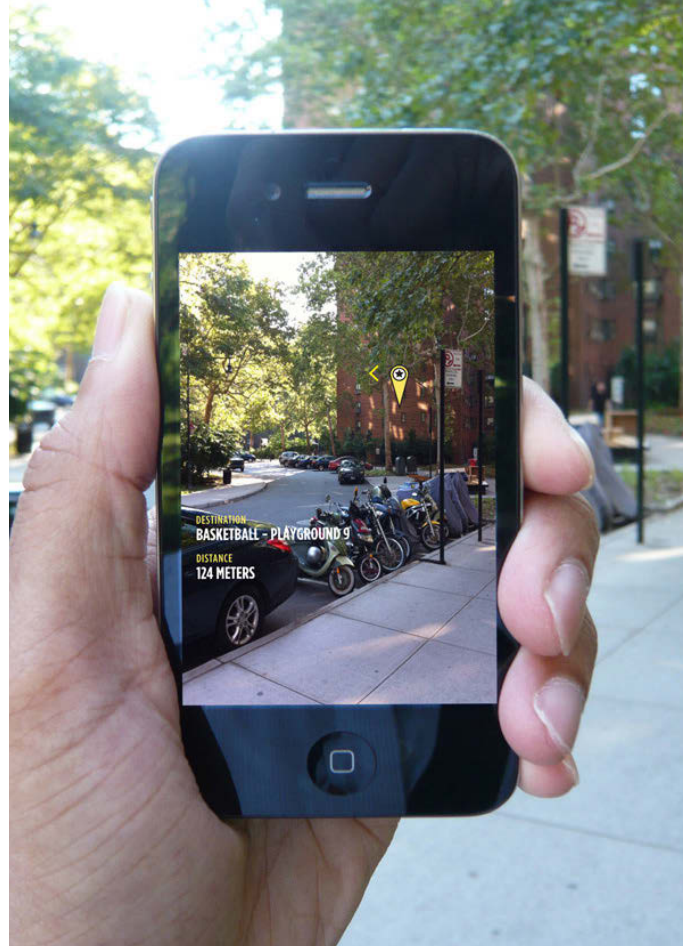
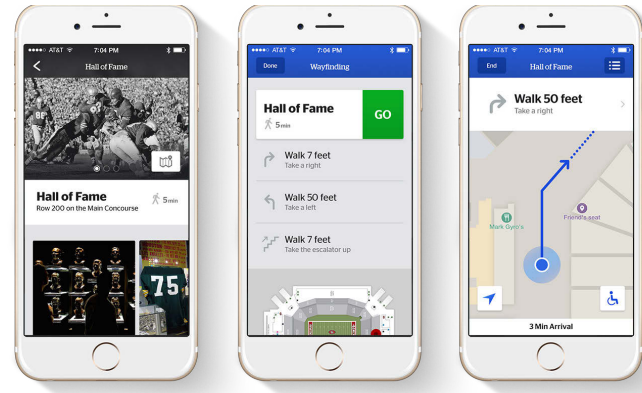
Next Steps



MAP



APPS



CITY SEAL & LOGOS



MERCHANDISE



Next Steps

- SPD to develop the approved option
- Cost estimates
- Revised location plans
- City wayfinding map
- Phasing plans



OPTION 1
Enhance the Existing

OPTION 2
Beach Classic

OPTION 3
Modern



THIS PAGE

INTENTIONALLY

LEFT BLANK

Sign Palette:

- Dark Gray
- White
- Light Gray
- Digitally printed wood background

2'-0"

Copy: Dark Gray

DOWNTOWN MANHATTAN BEACH

Symbol: Dark Gray

Digitally printed wood background

Copy + arrows: Dark Gray

8'-2 3/4"

MAP KEY

- Shopping
- Dining
- Public Parking
- Bike Path
- Pier
- Aquarium
- Beach
- Volleyball Courts
- Walking Path
- City Hall
- Library

Copy: Dark Gray

Symbols: White Circles: Dark Gray

Light Gray printed on top of wood background