



Agenda Item #: 06/0418.19-17

Staff Report

City of Manhattan Beach

TO: Honorable Mayor Tell and Members of the City Council

THROUGH: Geoff Dolan, City Manager *GD*

FROM: Richard Gill, Director of Parks and Recreation *R. G.*
Juanita Purner, Cultural Arts Manager *J.P.*

DATE: February 20, 2007

SUBJECT: Consideration of Entryway Designs and modifications for the City Logo from the Cultural Arts Commission

RECOMMENDATION:

Staff recommends that the City Council discuss and approve the design recommendations from the Cultural Arts Commission for the Beautification of City Entryways and modifications for the City Logo.

FISCAL IMPLICATION:

The fees required for two design firms to create conceptual designs for the City's entryways and for modifications to the City's logo total \$11,500, which was paid by the Parks and Recreation Department. Funds for the design fabrication and installation of the entryways will be approved through this year's budget process for July 1. Design fabrication unit costs are: DeVa Communications range from \$17,000-\$28,500 and Graphic Solutions costs are \$28,000-\$30,000 per entryway depending on the design and location.

BACKGROUND:

As part of the City Council work plan, Council requested staff and the Cultural Arts Commission to review current entryway signage. At the October 18, 2005 City Council meeting, staff presented information and photos of the six City entryway points to Council. City Council stated they were not interested in changing the signs on Sepulveda Boulevard; that the other gateways should not be identical but of a similar theme; and there should not be an RFP process.

The City Council directed staff and the Commission to focus on three entry points:

- 1) S. Valley/Ardmore and Boundary Place
- 2) Marine/Aviation
- 3) Manhattan Beach Blvd./Aviation

On April 18, 2006, Staff presented City Council with designs created by the department's graphic artist. The designs were not accepted and Council directed us to seek an outside graphic

artist for design submissions.

At the joint meeting with City Council on June 13, 2006, staff and the Commission were directed to make slight modifications to the current City logo and incorporate it into the signage project.

DISCUSSION:

Since the June 13th meeting with Council, the Cultural Arts Commission engaged in a great deal of preliminary research and lengthy discussions in an attempt to discuss Council's criteria for the new signage and logo. Council's original criteria included: incorporating the round house image within the sun, sand and sea theme; no bright colors; signage that did not block vision; compatible with environment; and the signage for the three entryways should be consistent in design.

Nine preliminary design firms were reviewed with consideration given to the sites, possible materials, scale and appropriate themes. After thorough and careful analysis, staff and the Commission selected Graphic Solutions and DeVa Communications to develop designs for the entryways and City logo. The selection was based on the high caliber of work completed by these design teams with other California cities, their knowledge of city government process and their professionalism. Design concepts were analyzed and reviewed by the Commission for comment and selection. The Commission spent seven meetings and numerous outside hours on this project. The submissions were given careful scrutiny to determine the appropriateness of these designs at each of the entryways sites. Discussions with the designers were on-going which led to design modifications that were later integrated. In accordance with design team agreements, three revisions were possible.

In addition, the Commission is recommending that Council consider the removal of the non-functional fountain and temporary public art piece at Manhattan Beach Blvd. and Aviation. This would provide a clear space for the new signage.

DeVa Communication designs are fabricated in concrete: and in a pylon shape:

#1 a/b series are shown in a variety of heights with a dark blue wave motif at the top. The base of the sign is shown in two shades, a dark and lighter sand color. The pier and roundhouse image is stylized and is porcelain enamel on metal or tile which is set into a recessed rectangle. A minimal frame surrounds the image. The letters are blue paint on aluminum or PVC and the waves that appear beneath are colored metal. One version extends the letter beyond the width of the base.

#2 This design is a light beige concrete with a flat top and similar metal lettering and waves motif. Again, there is the example of the lettering extending beyond the width of the sign. The heights shown offer a variety in size and the actual sign will be constructed to fit in the entryway site.

#3 These pylon signs are fabricated in a dark gray concrete. The image is painted on metal; letters are darker gray and the waves are a lighter shade. The shorter sign has the extended lettering.

Logo: The pier roundhouse image used for the signs is shown in the City seal. The scene evokes the sun, sand and sea theme. The land mass shown at the left fades out so not to detract from the

pier and round house. The stylized design incorporates the sun, sand and sea into an attractive view.

Graphic Solutions:

A. This design is fabricated from sand colored textured concrete. The letters and the shelf beneath are bronze. This area is back lit. The mosaic image of the pier and roundhouse are inlaid broken glass tiles. Here's a view of this sign at the Manhattan Beach Blvd. and Aviation entryway.

C1. This elegant design is shows the pier and roundhouse in bronze relief against a textured wall of fossilized stone. Letters can be illuminated. The base is sand colored concrete. The roundhouse roof will reflect the actual color.

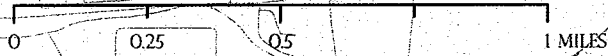
D&E These signs are fabricated to appear like smooth river stone; the shape is distinctive and is a light sand color. The height of the tall version is 8-10' and 3' thick. The roundhouse and pier are executed in mosaic tile. The sign rests on a bed of beach rock. Lighting is available. There was discussion regarding anti-graffiti coating but a consideration would be the dulling of the image. Two views of the sign at Manhattan Beach Blvd. and Aviation; and at the Valley/Ardmore site.

Logo: The mosaic image of the pier and round house are shown in the City seal. Beautiful mosaic tiles in a range of blues, red and yellow radiate from this image.

CONCLUSION:

Staff recommends that the City Council discuss the different options for the City's entryways and approve a design or provide staff with further direction.

Attachment A	Map
Attachment B	Existing Entryway sites
Attachment C-G	DeVa Communications
Attachment H-P	Graphic Solutions



ROSECRANS AVE

CITY OF EL SEGUNDO

CITY OF HUNTINGTON

MANHATTAN BEACH

MARINE AVE

CITY ENTRYWAYS

MANHATTAN BEACH BLVD

AVIATION BLVD

HIGHLAND AVE

VALLEY DR

ARDMORE AVE

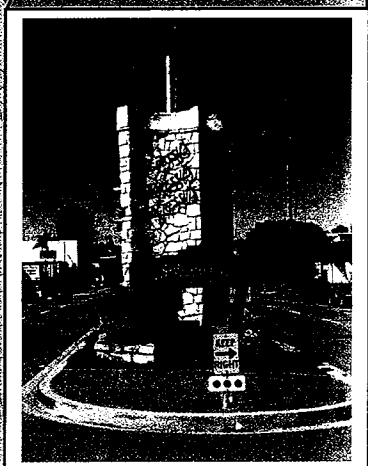
SEPULVEDA BLVD

CITY OF REDONDO BEACH

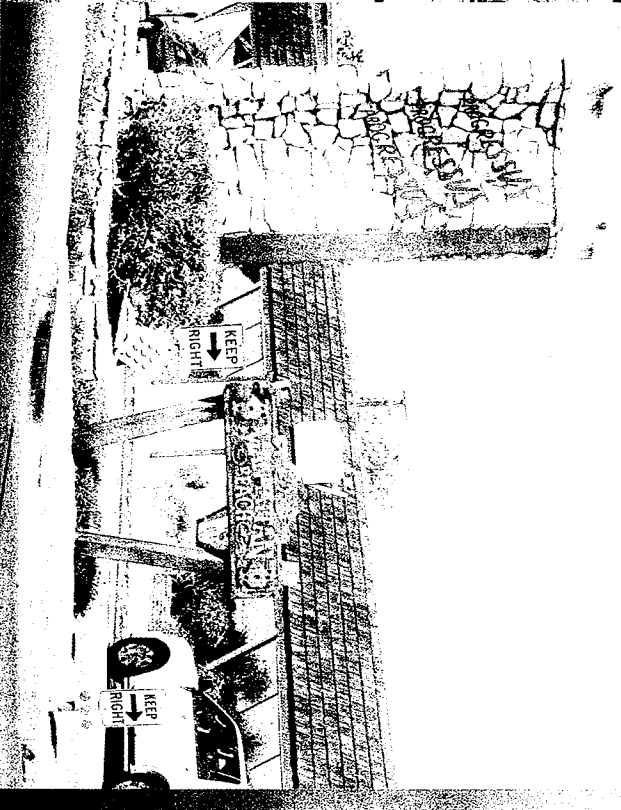
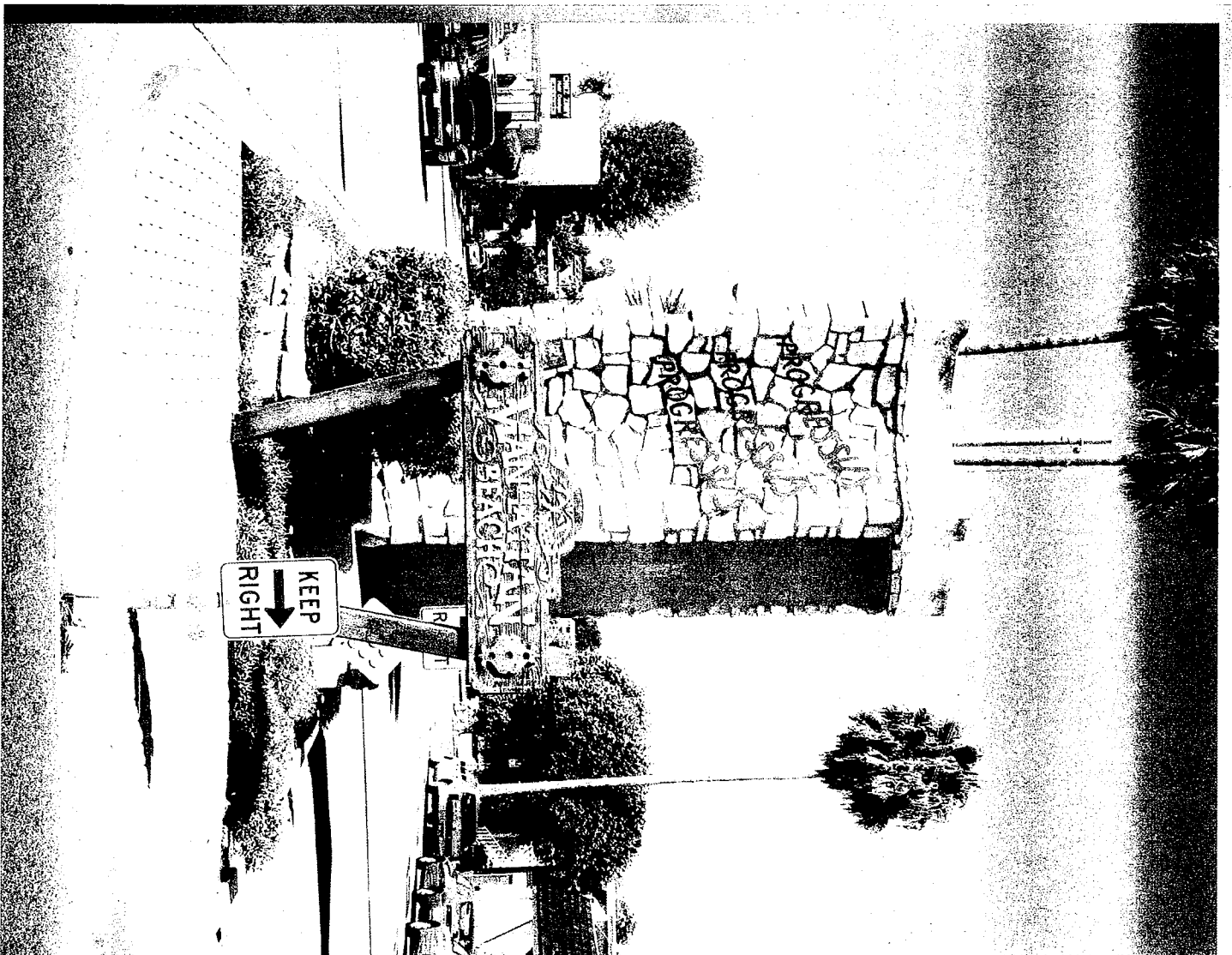


ARTESIA BLVD

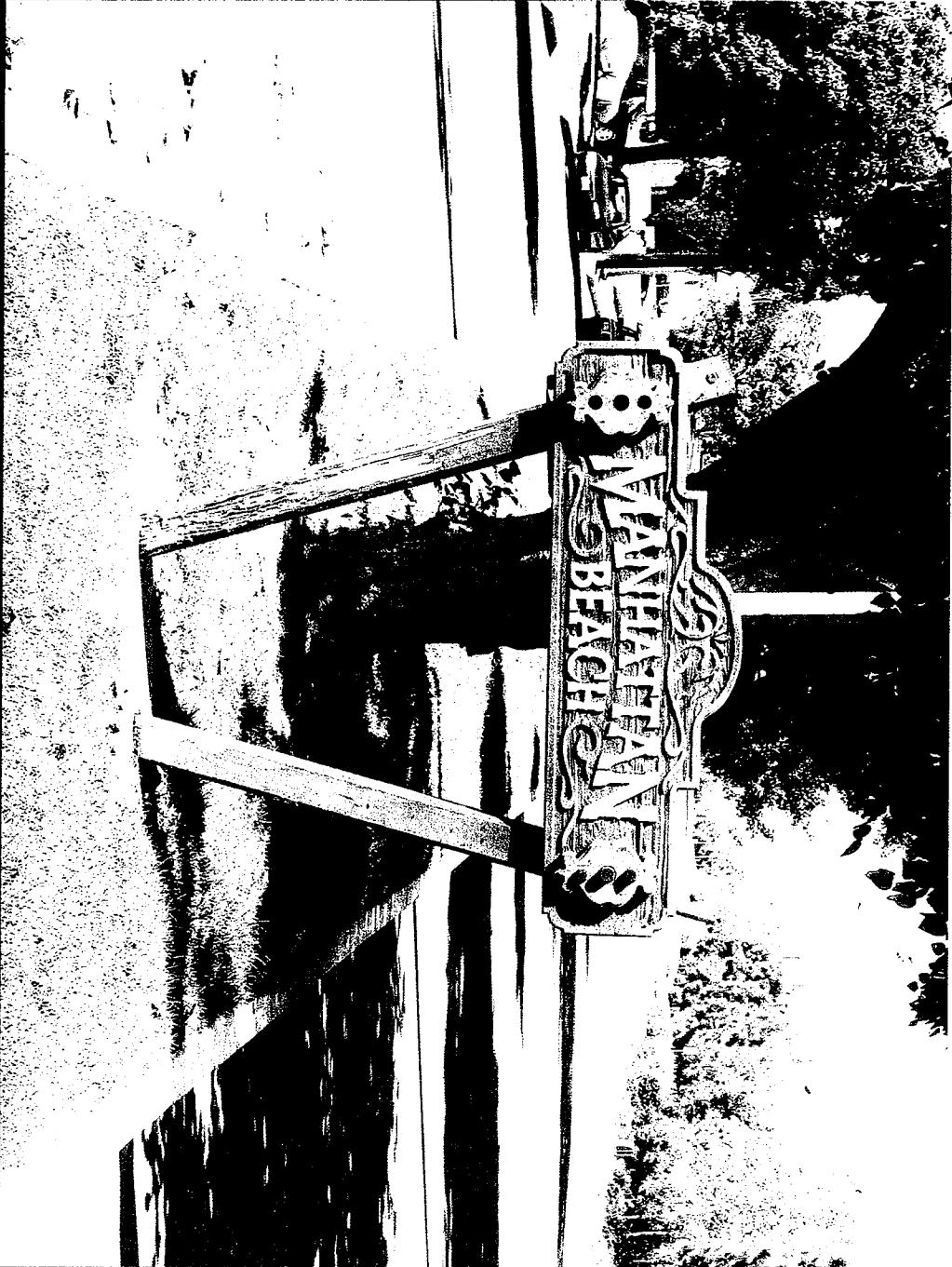
CITY OF HERMOSA BEACH



Manhattan Beach Blvd. at Aviation

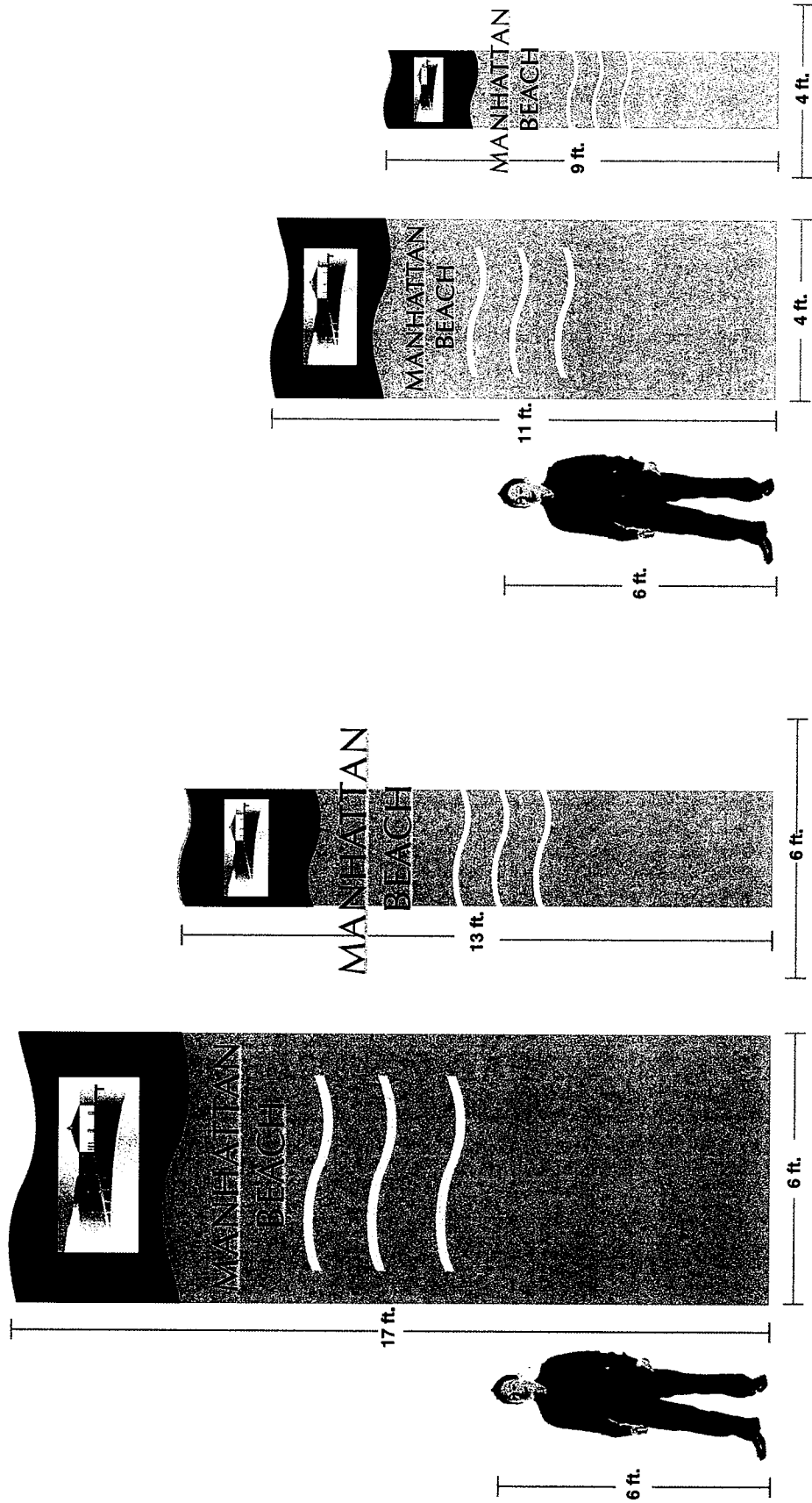


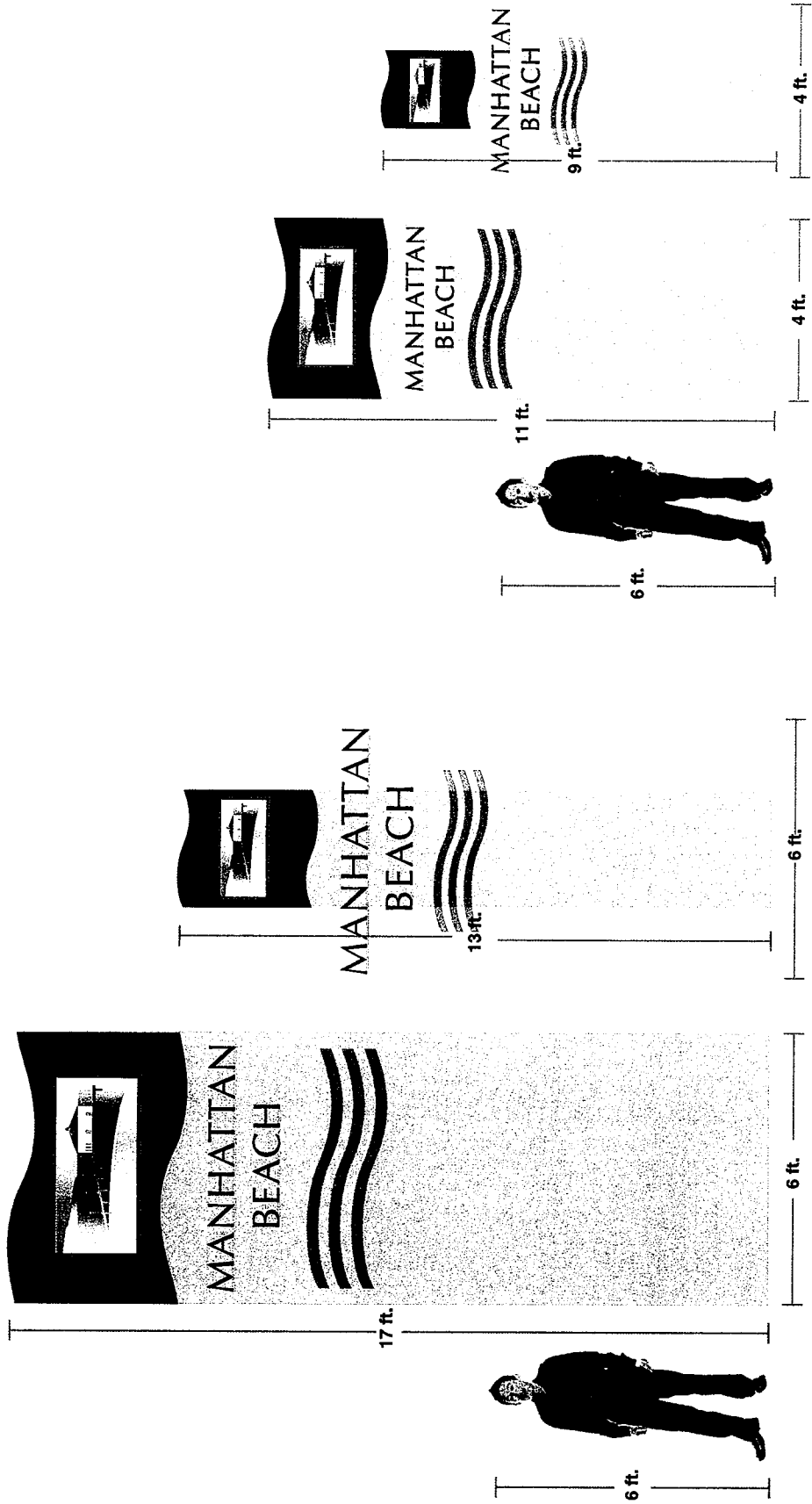
Marine at Aviation

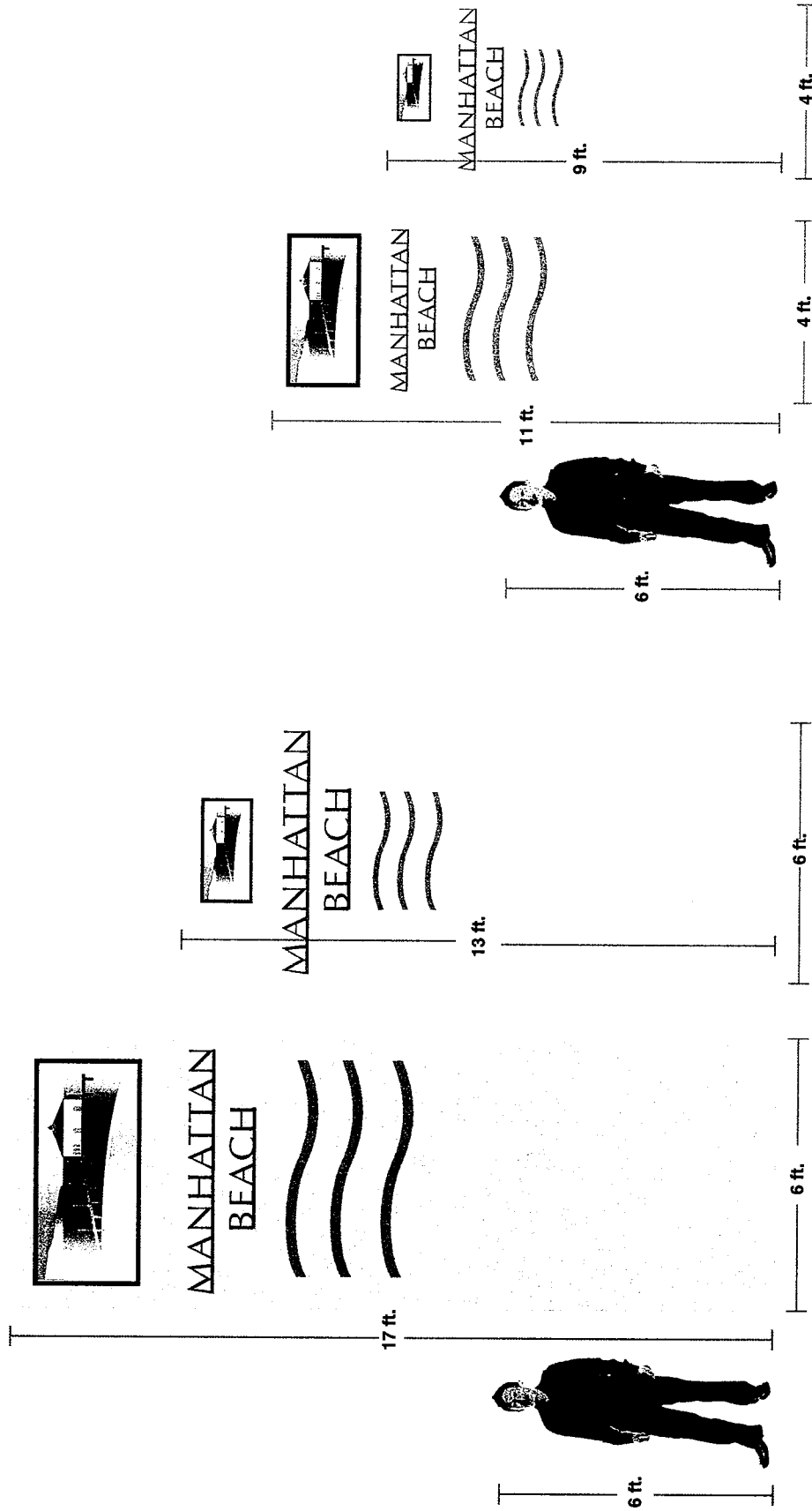


Valley/Ardmore at Boundary

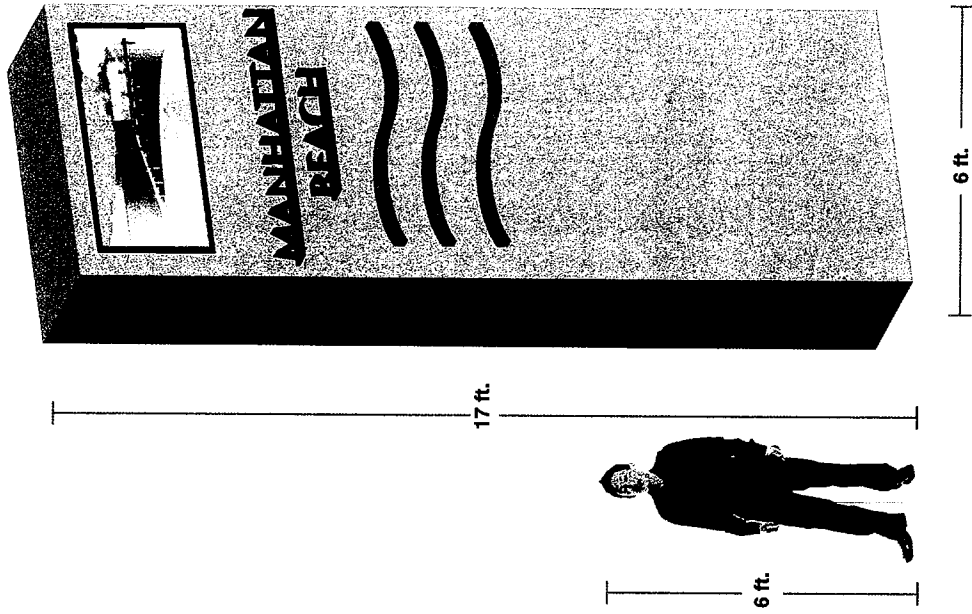




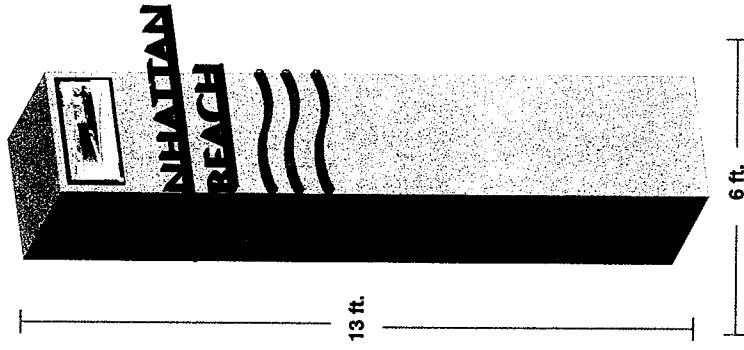




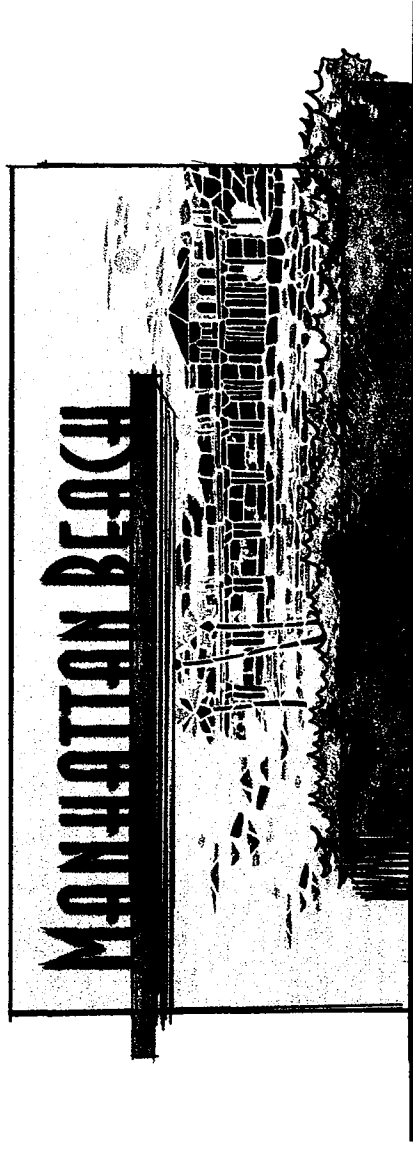
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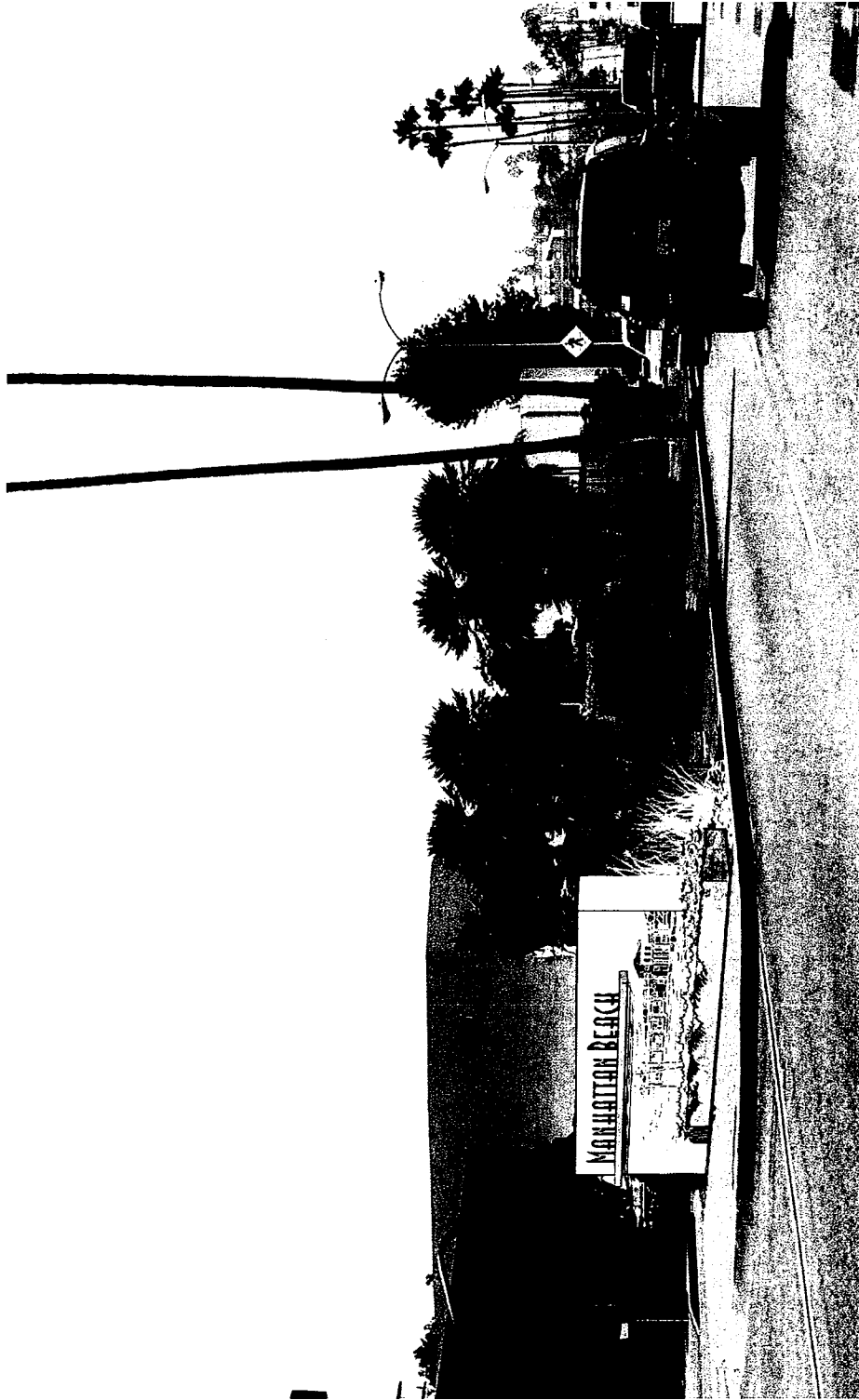
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THE TOWN OF MANHATTAN BEACH			GRAPHIC SOLUTIONS, INC. ENGINEERING, ARCHITECTURE AND LANDSCAPE ARCHITECTURE 10700 JENSEN BLVD., SUITE 100 LOS ANGELES, CA 90024
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UT	01/25/07		

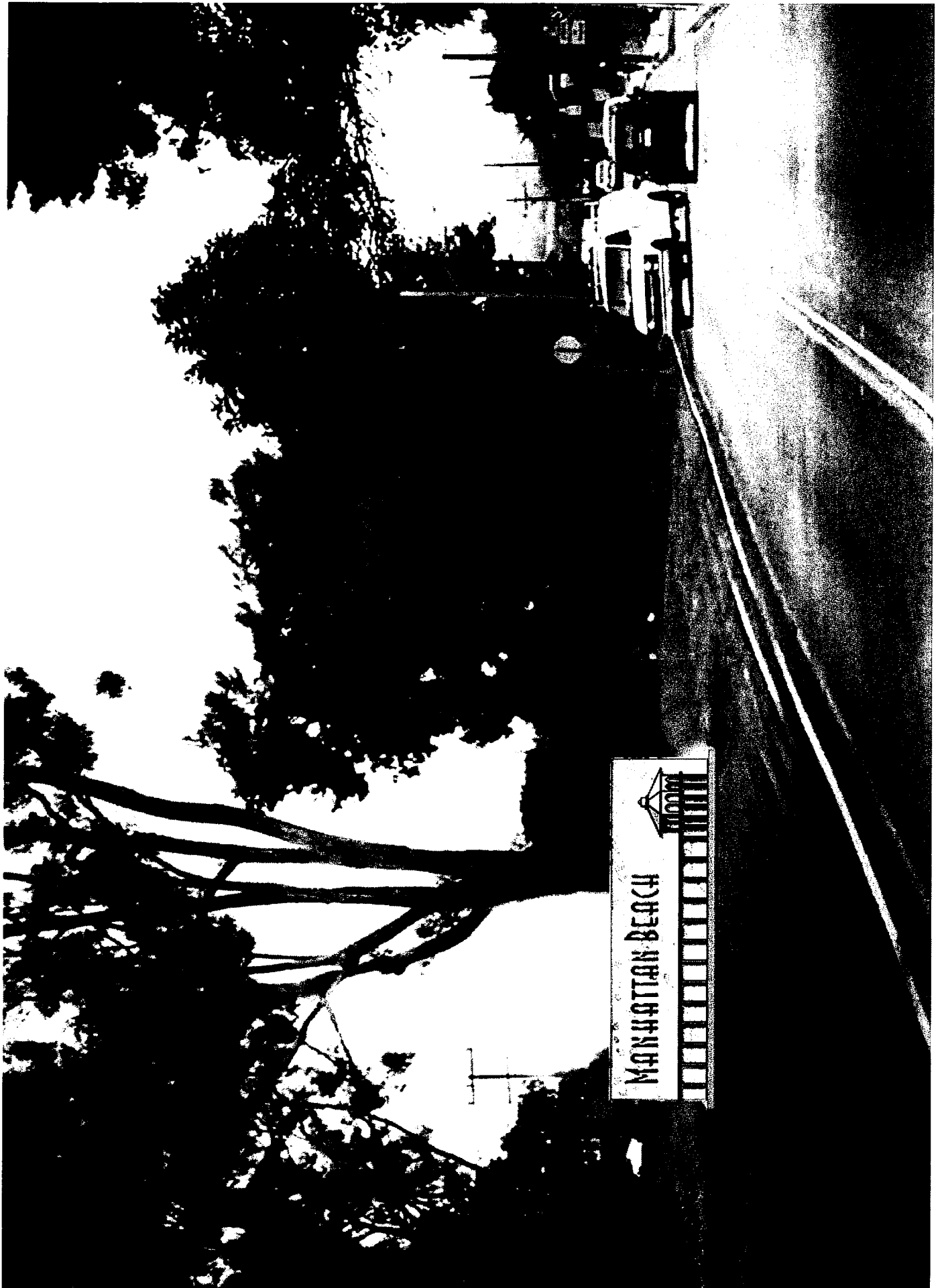


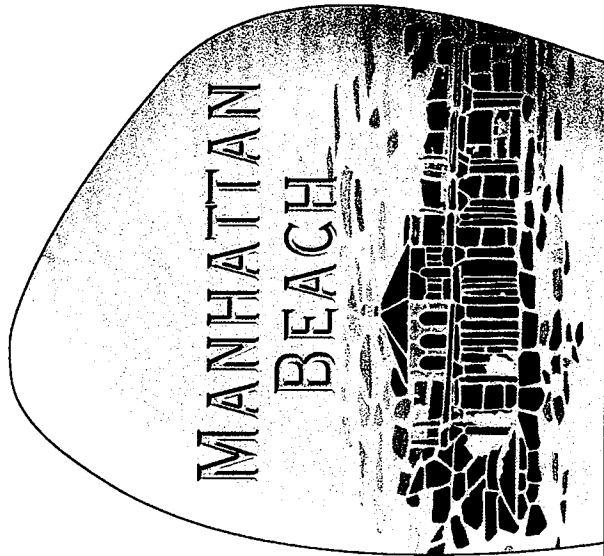
PROJECT MANHATTAN BEACH		DATE 01/25/07
SHEET 09	ISSUES APP	

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SHEET 03	DESIGNER JAP
	
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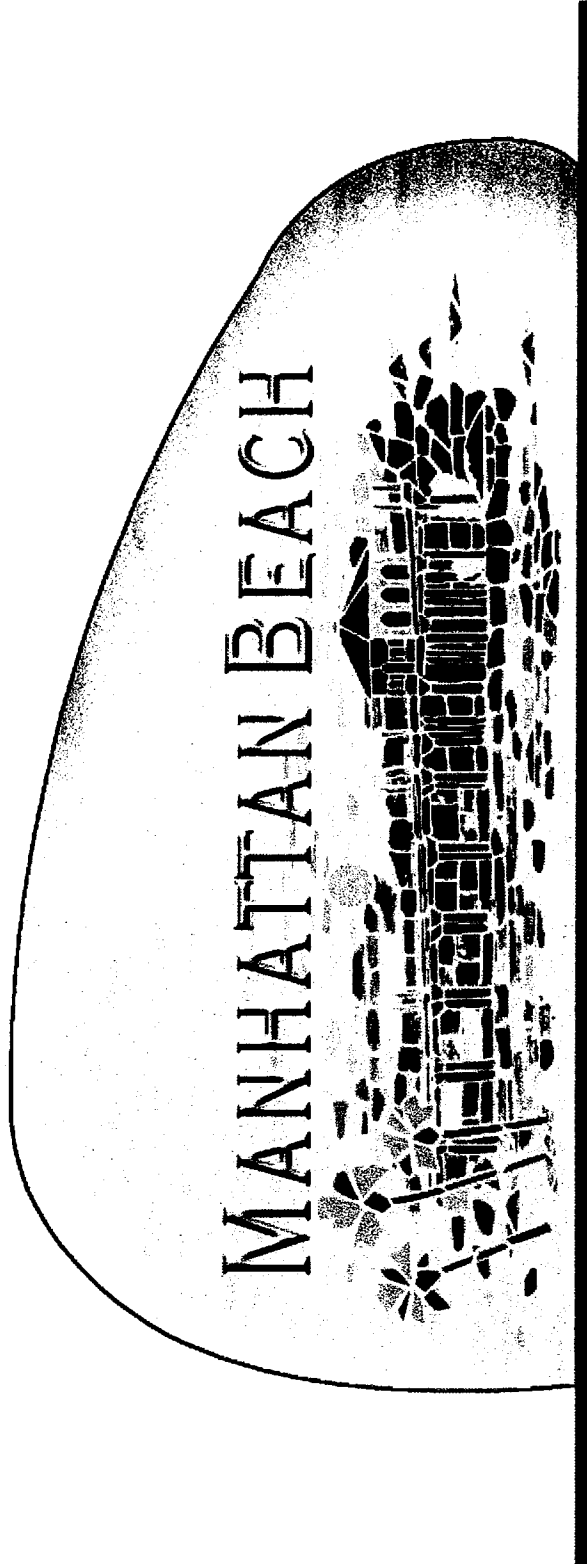
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