

DRAFT
CITY OF MANHATTAN BEACH
MINUTES OF THE CULTURAL ARTS COMMISSION
November 14th, 2006
6:00 p.m.
CONTENTS

I. CALL TO ORDER

The Cultural Arts Commission (CAC) of the City of Manhattan Beach, CA met on November 14th, 2006 at 6:00 pm.

II. ROLL CALL

Present: Commissioners
Sharon Greco- Chair
Shelby Phillips- Vice Chair
Candy Duncan
Susannah Rosenthal
Juanita Purner, Cultural Arts Manager
Maya L. Thomas, Visual Arts Coordinator

Absent: Francey Seckinger

III. APPROVAL OF MINUTES

August 29th Minutes: Commissioner Phillips made an addition to page 2 at the top of the page as follows- “a vote was taken to move this project forward” made reference to the Dukes bench submission.

Insert to page 2, “Commissioner Greco recalls the Dukes’ bench could become “the” one bench in the design competition.” Minutes were approved as corrected.

September 26th minutes were approved as written.

IV. AUDIENCE PARTICIPATION

None

V. GENERAL BUSINESS

DeVa Communications’ power point presentation, which focused on the new City signage and logo renderings, began with the following points:

- Based on the feedback received from last meeting, the focus is on one specific view of the pier (from the south).
- The new rendering provides more detail in the roundhouse and the pier.

- There are several examples of this rendering with different interpretations.
- There is reference to the land, the sun and a view of Palos Verdes.

The logo styles were then shown in a circular format:

- Options included text with only “California” or “Manhattan Beach” surrounding the image within a circle. Or, a slogan could be used.
- A square or rectangle shape with different border treatments, color schemes and font are two possible variations.
- Another option is to show the logo as a vignette scene with text above or below.

Entryway sign options:

- A Commissioner questioned if recommendations will be made as to which street signs are best for the different locations.
- DeVa indicated more than one type of sign will be needed. This will be addressed in a later stage of the process.
- One example was a sign with a stone base and with a fabricated City logo (silk screened). Or, the name of the city could appear in large font and the logo confined to just one area.
- Pylon signs (taller than it is wide), post signs, or a combination of these signs that coordinate could be an option.

The Commission then provided comments on the examples they viewed:

- One Commissioner approved of the changes to the round house rendering. Another commented that the supporting pylons beneath the pier should be limited to a few.
- The reference to Palos Verdes was appealing; the gradation of color in the rendering of the land gave it a soft fading appearance.
- Round House image is prominent in the logo, exaggeration is needed. Taking some artistic license cannot be avoided.
- It was suggested that the gradation techniques should be a constant and used on the pier as well; softening the hard line of the pier.
- Another Commission commented that the pier should be off center to the right, giving it length.
- Graphically the view of the Roundhouse looks better below the horizon, because the white is against blue, which makes it pop.
- Regarding the surfboard in the foreground of one of the renderings, it was decided the surfboard, as part of the logo, is not representative of the City of Manhattan Beach. This icon carries a different message than the logo with just the Roundhouse.
- Any additions to the logo would clutter the scene, and the realistic qualities should remain.

Commissioners did agree on the following:

- The extended pier would fade out giving a softer image

- Light posts should be added to the roundhouse.
- The roundhouse roof should keep its detail; taking out some of the pylons underneath the roundhouse would make the logo more appealing.
- The general idea is a more detailed roundhouse, striving to keep the scenery around it simple.

Logo:

- Restricting a new logo in a circle would limit the amount of space in which a design can be executed.
- The Round House is the prominent part of the logo and the pier.
- It was suggested a more horizontal shape may allow for both, without crowding the image.

Signage Fonts and Shapes:

- One Commissioner believes the search for an appropriate signage font is on-going. The Commissioners asked for a source where they could research font styles.
- The challenge is to come up with a modern font that won't look dated in the future.
- The tall pylon design with a wave shape at the top was considered to be a good option.
- Signs with vertical lettering were not considered a good option.
- Some designs were eliminated
- A tall pylon sign with a wave on top drew positive attention; however, one Commissioner preferred the beige based pylon. Others did not care for the wave motif.
- It was determined the shape and size of the signage is dependent on its location.
- Some of the designs submitted by staff previously had a wave motif and were rejected by City Council.
- There was interest in finding out the font used on the Sepulveda signage.

DeVa indicated that a revised PDF copy can be emailed to all Commissioners.

- It was pointed out that an entire package will be presented to City Council, including materials, shape designs, logo. The Commission feels there are a few details to the designs that are needed before the final choices can be presented to City Council.

VI. REPORTS AND OTHER BUISNESS

Ms. Purner passed out copies of a design for the Strand Alcove Bench project which was recently submitted by Kelly Ham of Coastal Creations Home Design. The design was submitted to Community Development Division and passed on to Juanita and the City Manager Geoff Dolan, via email.

Comments on this design are as follows:

- Someone noticed that this artist did not observe the handicap access ADA compliance.
- The question of what does the Commission do with submissions that were not solicited?
- It was clarified that the Commission is still in the invitational stages of the project, and have completed the RFP stage. In addition, the PACC committee has been disbanded.
- A copy of the November 8th City Council meeting minutes will be mailed to the Commissioners as soon as they are available. Clarification is needed for late submissions and also with regard to the donor policy created for the project.
- A letter clarifying the Commission's understanding of the November meeting will address new direction for the project.

VII. ADJOURNMENT

The meeting was adjourned at 8:40 p.m.