



Staff Report

City of Manhattan Beach

TO: Honorable Mayor Ward and Members of the City Council

THROUGH: Geoff Dolan, City Manager

FROM: Richard Gill, Director of Parks and Recreation
Juanita Purner, Cultural Arts Manager

DATE: April 18, 2006

SUBJECT: Consideration of Conceptual Designs for City Entryways

RECOMMENDATION:

Staff recommends that the City Council discuss and provide direction on conceptual designs for the beautification of City entry points with pre-cast monument signs.

FISCAL IMPLICATION:

There are no fiscal implications associated with this report at this time. The price range estimated for the designs under review are \$8,000 to \$15,000 each. Additional expenses for this project will include installation, signage pads and landscaping which could cost an additional \$3,000-6,000 per site.

BACKGROUND:

Part of the City's **2005-07 Work Plan** is the consideration of beautifying the major entry points into the city. There are approximately six major entry areas into the city (Attachment A) They are:

- 1) Highland/45th Street (El Porto)
- 2) S. Valley/Ardmore and Boundary Place
- 3) South Sepulveda/Artesia
- 4) North Sepulveda/Rosecrans
- 5) Marine/Aviation
- 6) Manhattan Beach Blvd./Aviation

This report will focus on new signage for three locations: S. Valley/Ardmore and Boundary Place, Marine/Aviation and Manhattan Beach/Aviation. A community group, called the North End is involved in studying sign options for the Highland/45th Street (El Porto) site and will not be considered at this time. The North and South Sepulveda entryways, which were installed in May 2002 are recommended to remain unchanged.

At Manhattan Beach Blvd. and Aviation there is a former public art project called "Progressus, Progressus, Progressus" with a small wooden Manhattan Beach sign in front (Attachment B).

The Progressus entrance art project, located across from Trader Joe's, originally had a water feature which had to be turned off because of maintenance issues and vandalism. City Council discussed the removal of the Progressus text and the fountain, but no decision was made.

At Marine and Aviation there is a wooden sign identifying Manhattan Beach, but it is old and in need of repair (Attachment C). There isn't a sign in place at the S.Valley/ Ardmore at Boundary Place location (Attachment D).

At the October 18, 2006 City Council meeting, staff reviewed this information with the Council and Council recommended: 1) not to change the signs on Sepulveda Boulevard; 2) that other City gateways should not be identical but of a similar theme; 3) and there was no need for an art competition and the design should be simple yet elegant and not "off the shelf."

DISCUSSION:

The Cultural Arts Commission engaged in lengthy discussions during several meetings in an attempt to establish criteria for the new signage. The Commission agreed a less institutional look was desirable. The Commission thought the signage should reflect Manhattan Beach sensibilities such as distinctive style, elegance with possible references to the ocean.

Initially, nine preliminary designs were reviewed with consideration given to the sites, possible materials, scale and appropriate themes. Numerous design composites and sketch changes were made until consensus was reached. Any one of the three signs can achieve a coordinated look by using one design with color or material variations. The three designs were reviewed by Quick Crete, a vendor previously involved in City projects. Quick Crete quoted a price range from \$8,000 to \$15,000 per sign. One-sided signs will require landscaping. When a design is selected by City Council, staff will refine the cost estimates for the design chosen and landscaping and site preparation required for each site and return to Council for approval at a later date. Staff would also like direction on the existing 15-foot Palos Verdes stone Progressus monument at Manhattan Beach Blvd. and Aviation. If Council is interested in its removal, staff would also research these cost estimates.

The following signage designs are submitted for consideration:

Design 1 – This design implements pale green acid-etched stone for the base and top border with a wave composed of varied shades of blue and green mosaic. An off-white acid etched stone serves as the background (Attachment E).

Design 2 – An organic shaped sign displays the city's name with terrazzo waves curling on the bottom portion of the sign. The stone is acid etched (Attachment F).

Design 2a – Repeats the terrazzo motif with a squared form instead of the organic shape (Attachment G).

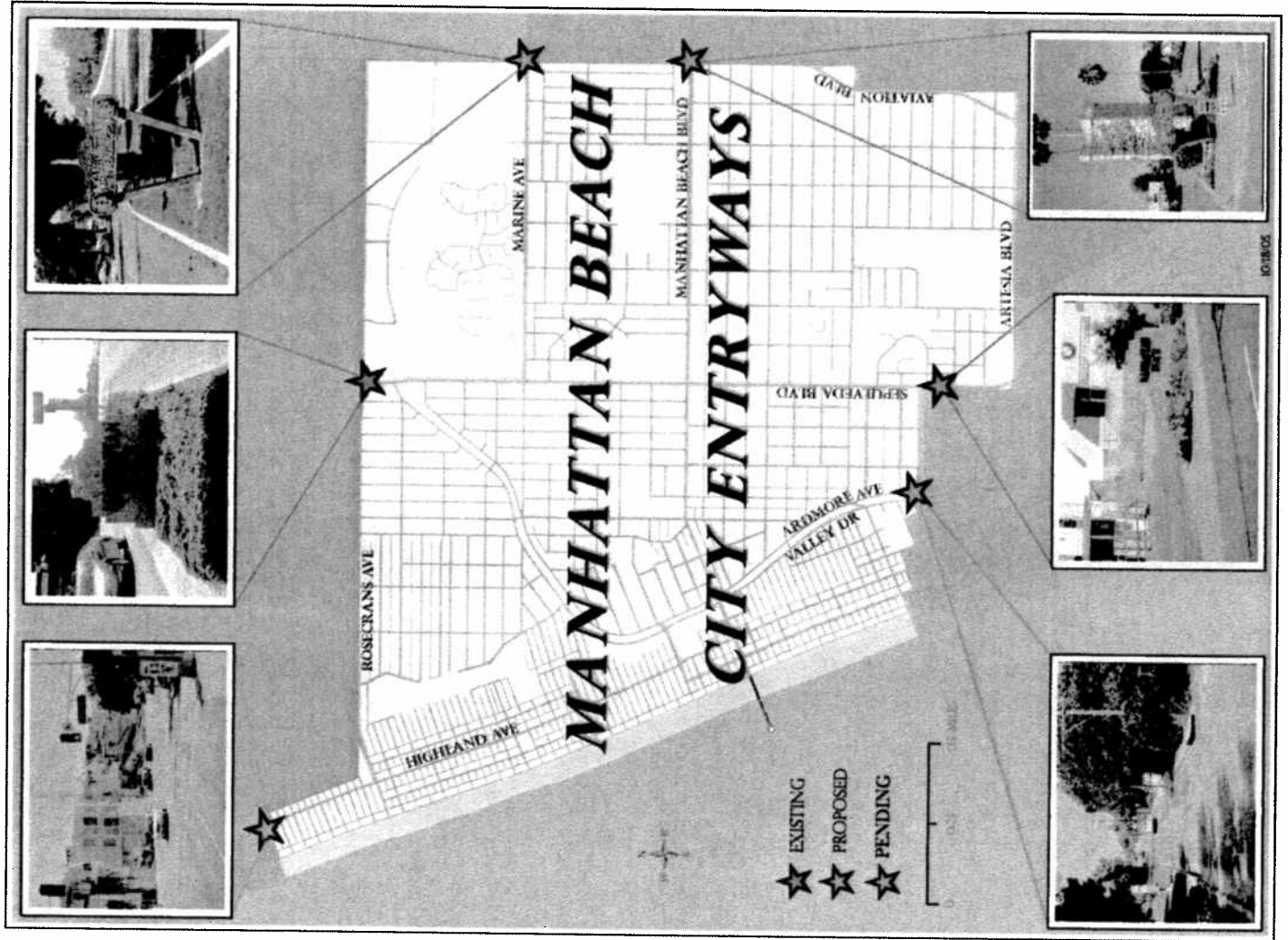
Design 3 – This sign is terra cotta stone with a raised design of graceful kelp leaves (Attachment H).

CONCLUSION:

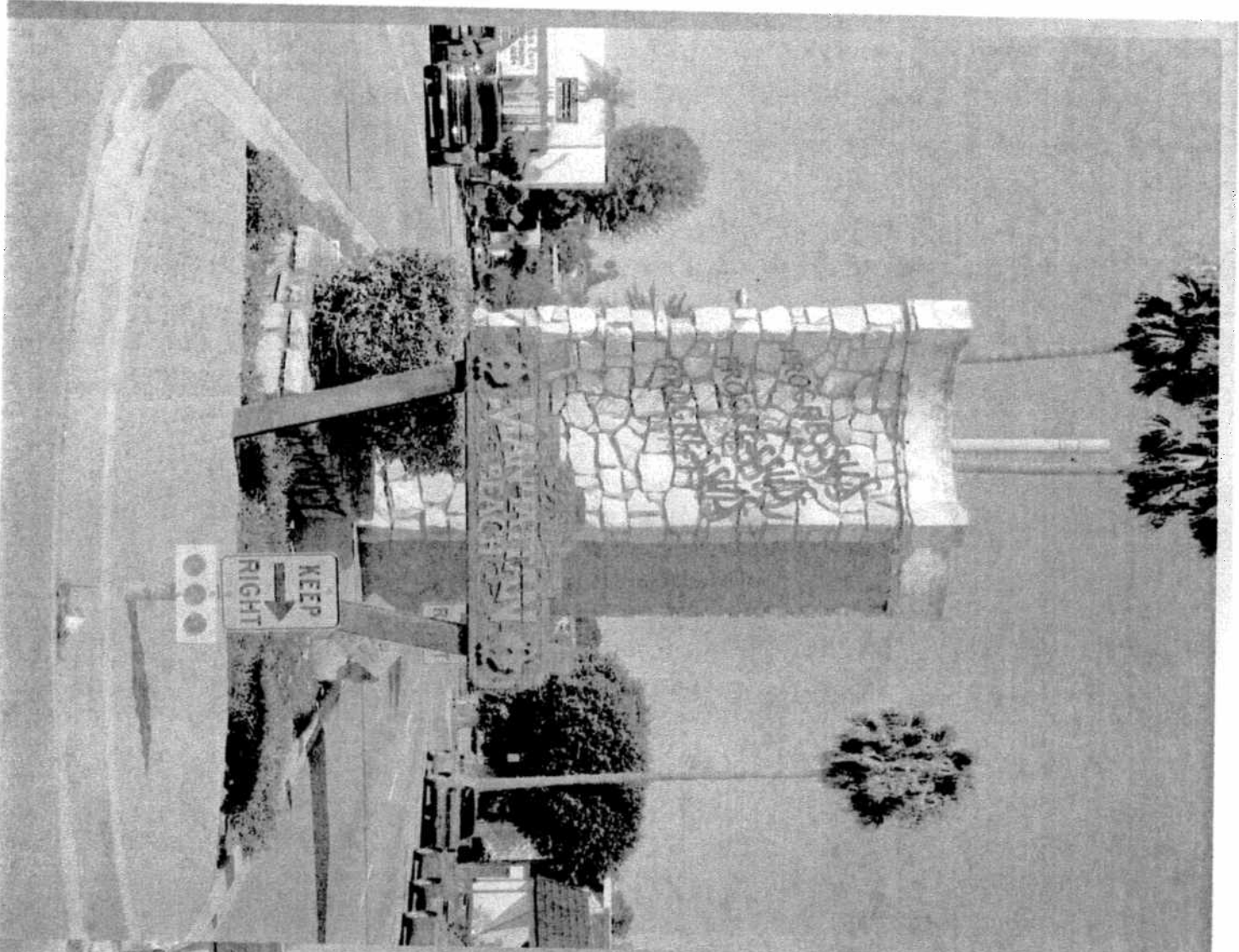
Staff recommends that City Council consider the submitted City entryway designs and provide direction to staff.

- Attachments:
- A. City Entryway Map
 - B. Manhattan Beach Blvd. at Aviation
 - C. Marine at Aviation
 - D. Valley/Ardmore at Boundary
 - E. Design 1
 - F. Design 2
 - G. Design 2a
 - H. Design H

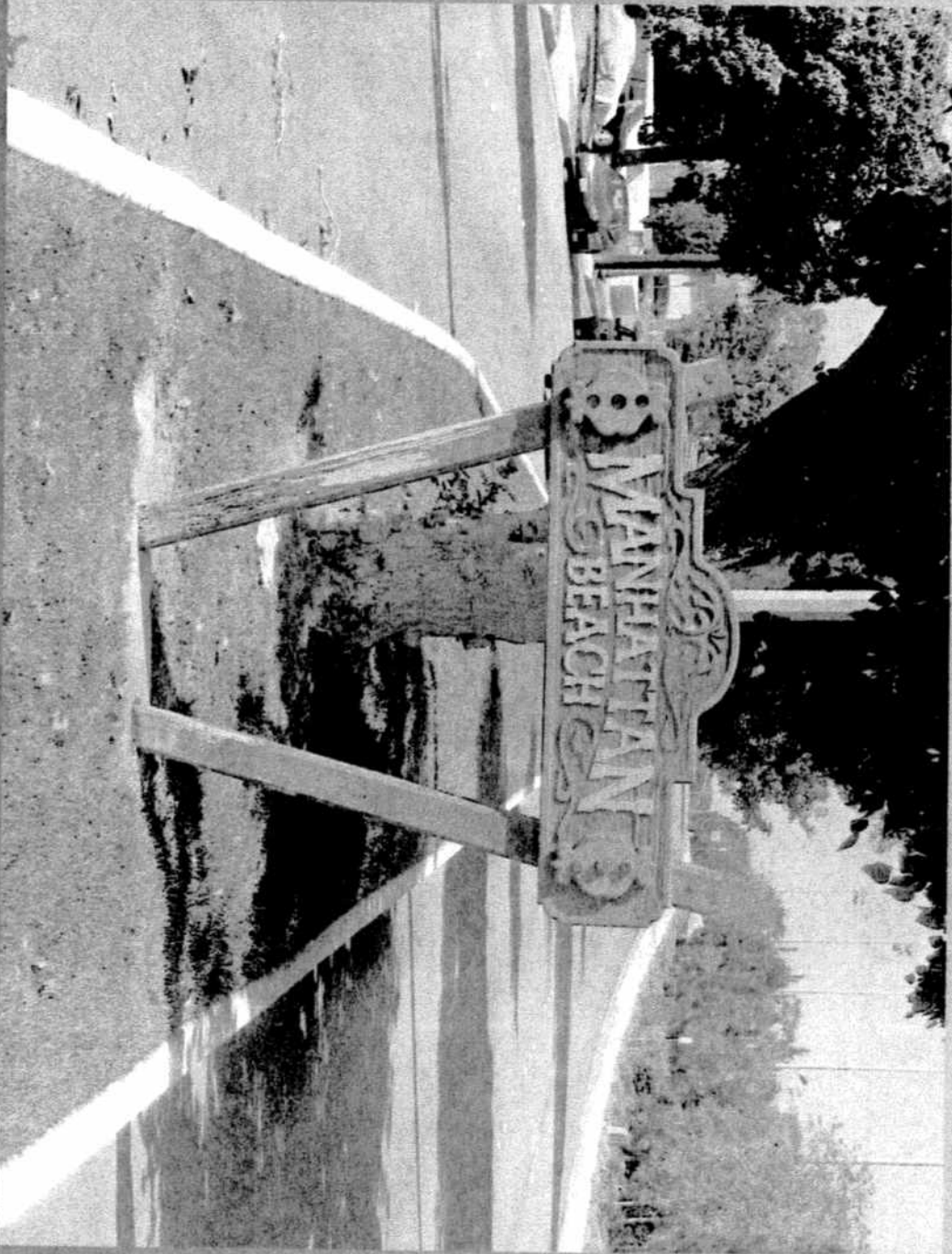
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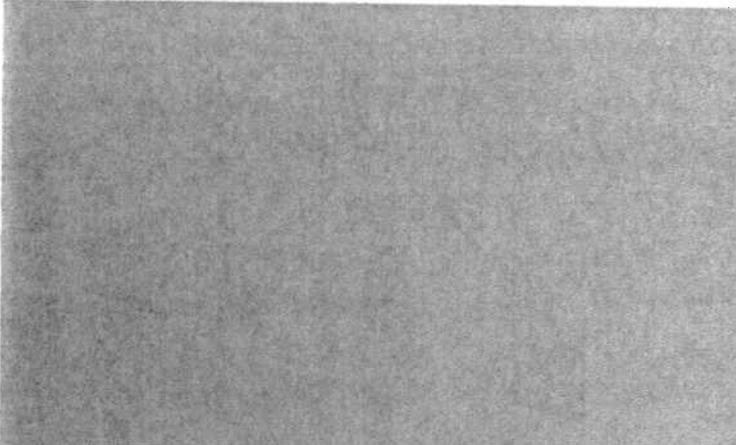
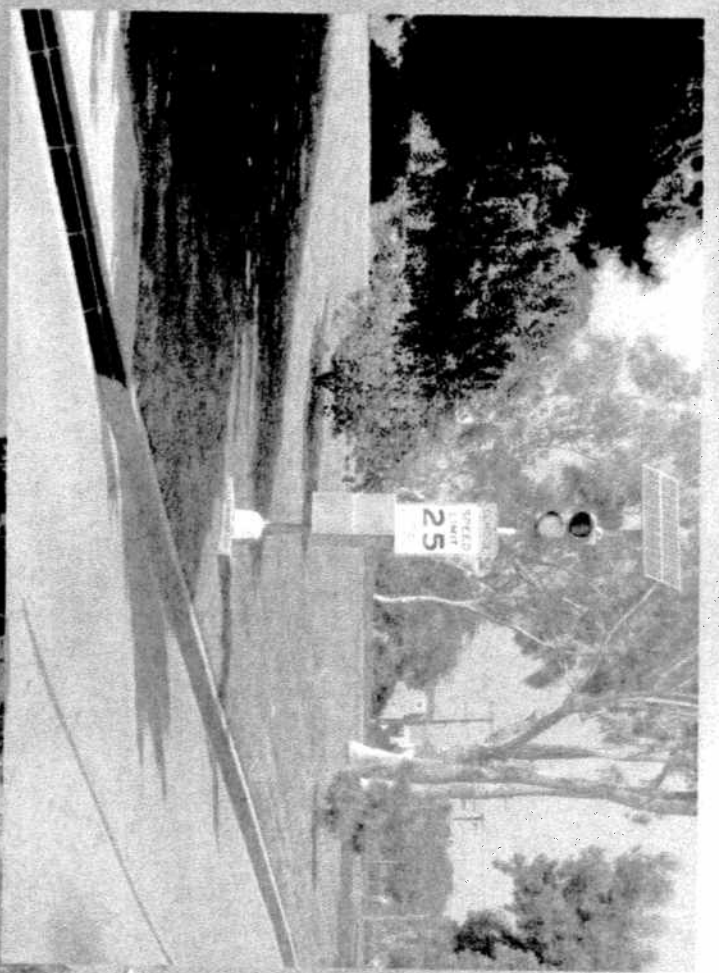
Manhattan Beach Blvd. at Aviation

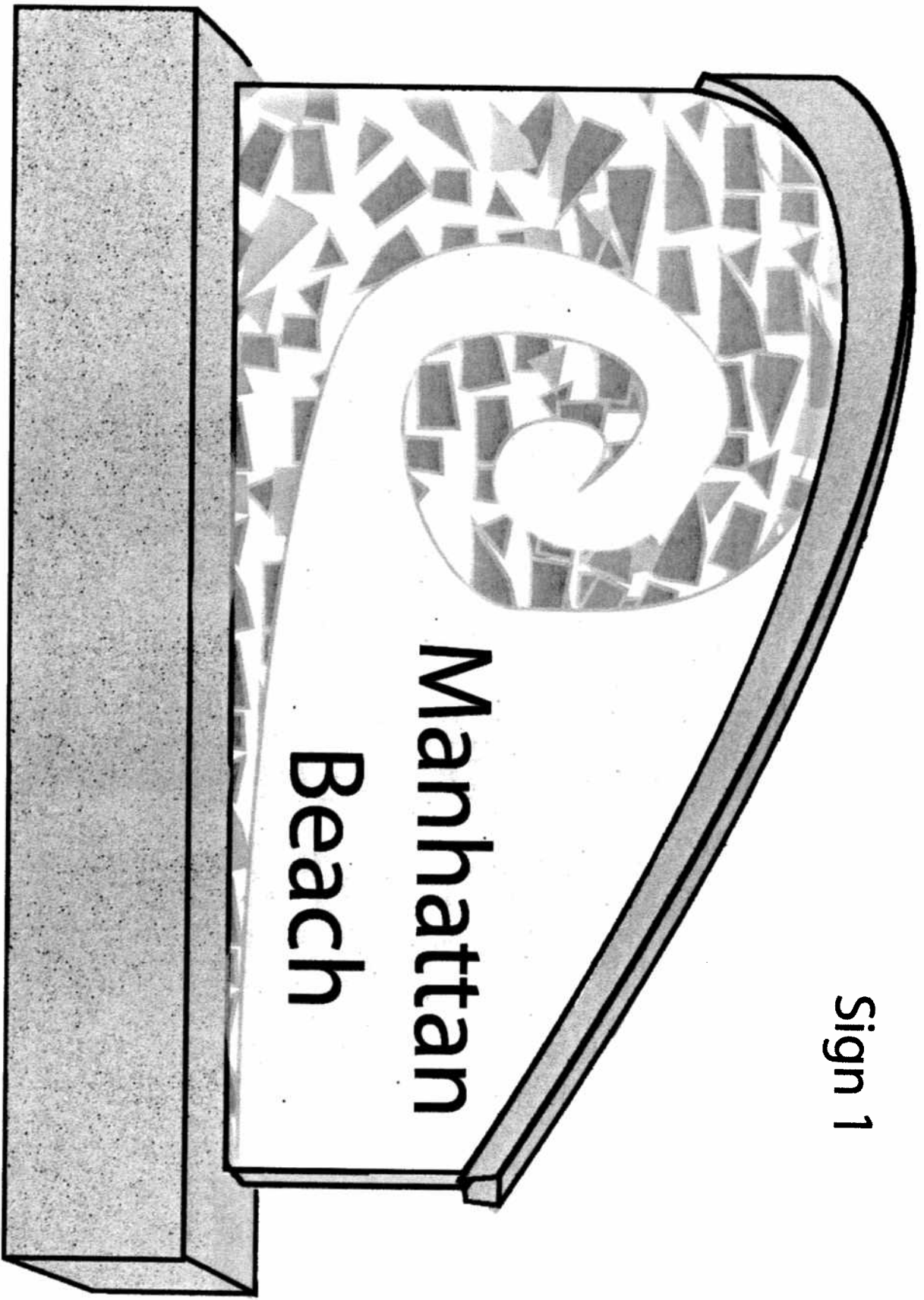


Marine at Aviation



Valley/Ardmore at Boundary



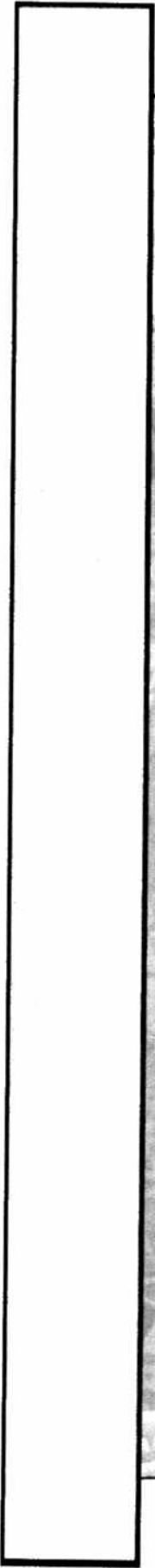
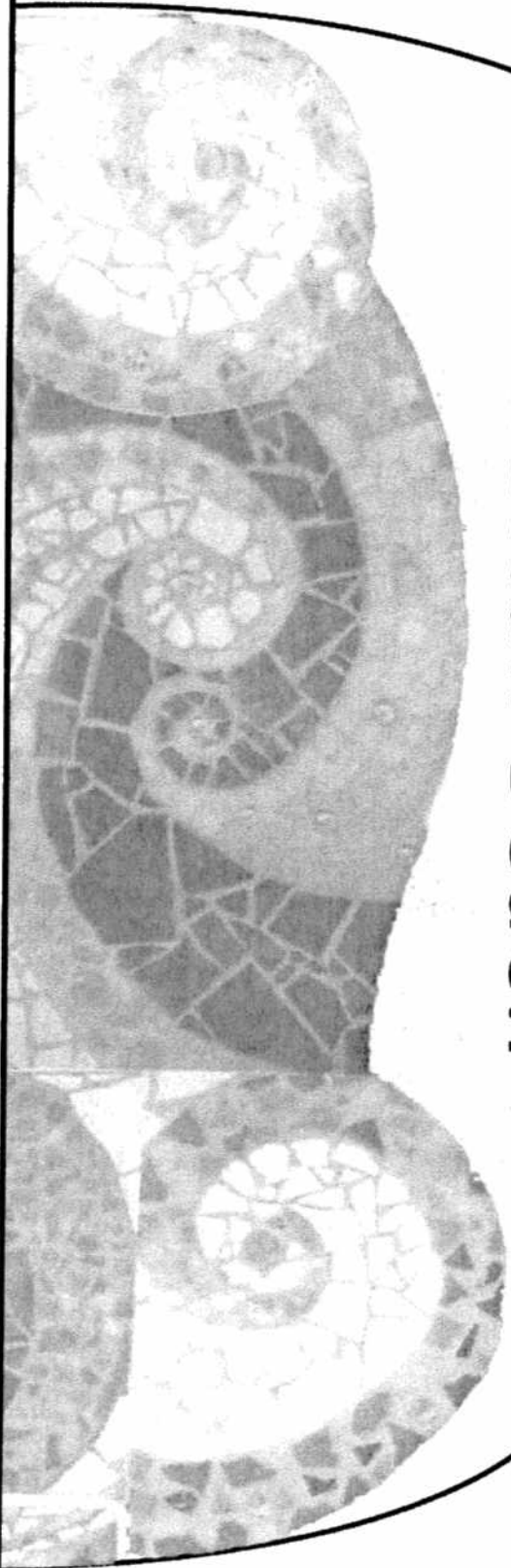


Sign 1

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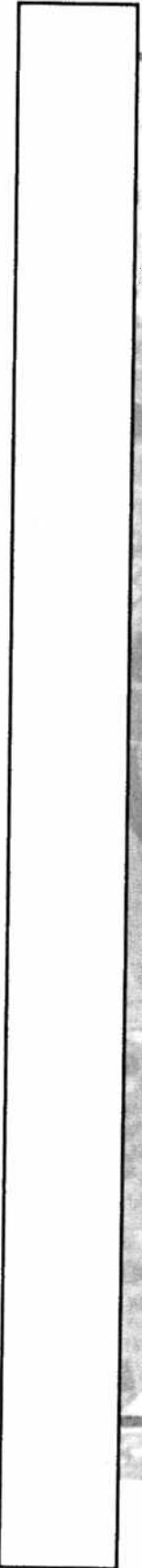
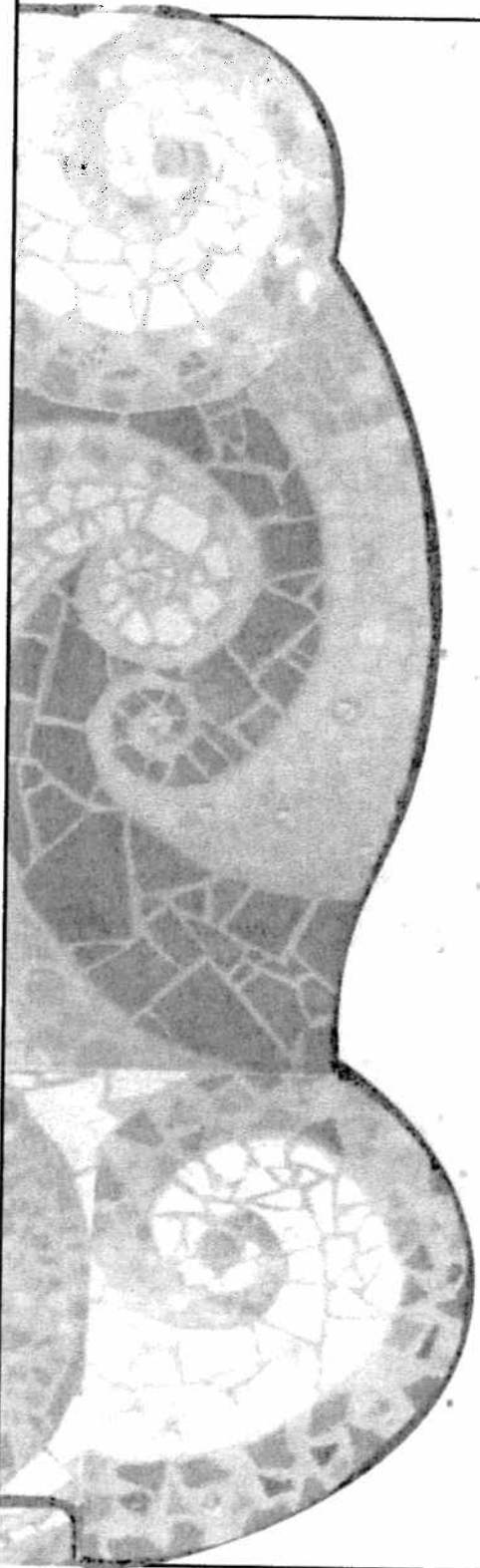
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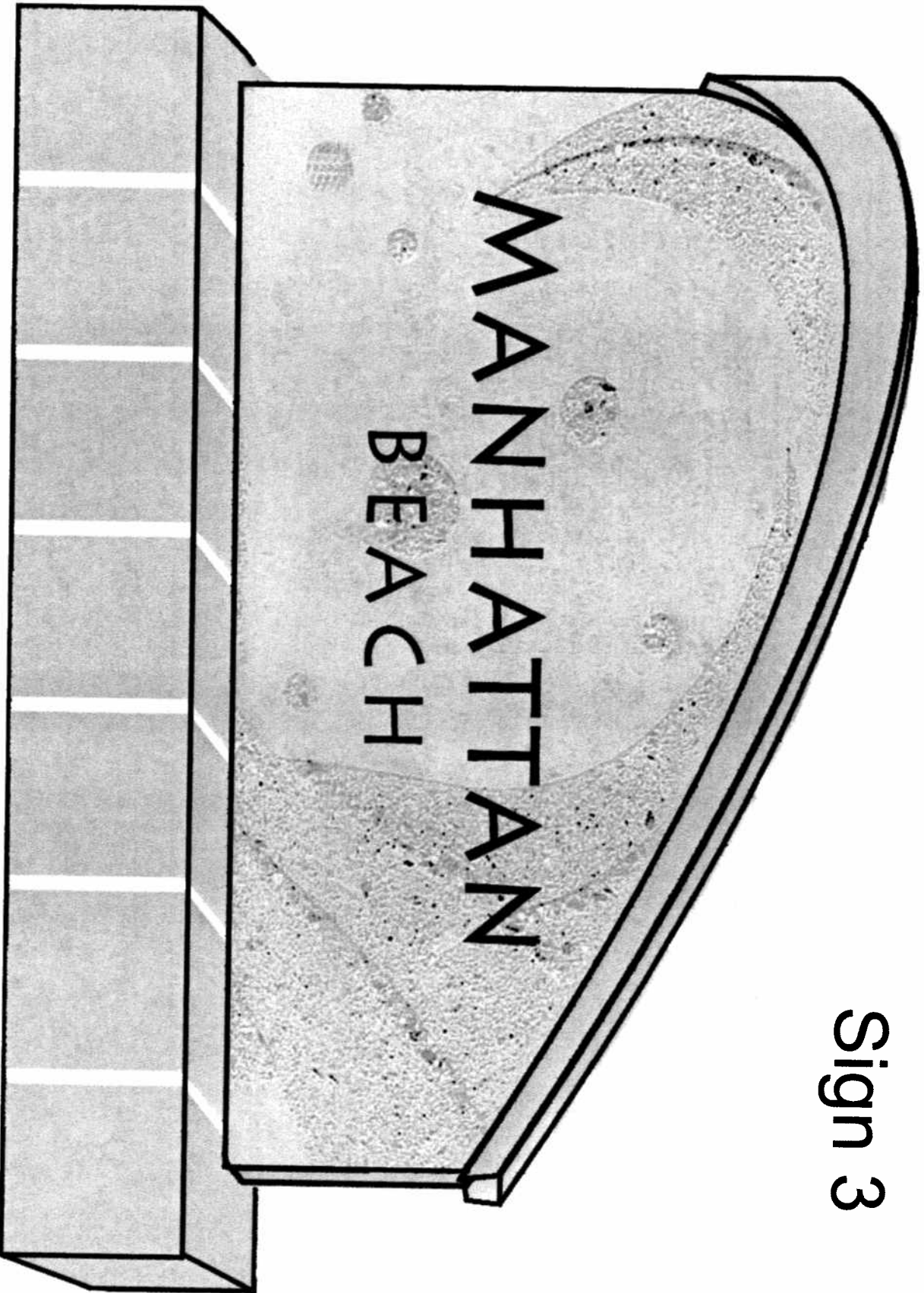
Manhattan Beach



Sign 2a

Manhattan Beach





Sign 3