

DRAFT  
CITY OF MANHATTAN BEACH  
*MINUTES OF THE CULTURAL ARTS COMMISSION*  
Special Meeting, March 30, 2006  
6:00 p.m.  
CONTENTS

I. CALL TO ORDER

The Cultural Arts Commission (CAC) of the City of Manhattan Beach, California met on Tuesday, March 30, 2006 at 6:00 p.m. in the City Manager's Conference Room.

II. ROLL CALL

Present: Commissioners  
Sharon Greco (Chair),  
Shelby Phillips (Vice-chair)  
Candy Duncan  
Susannah Rosenthal  
Francey Seckinger

Juanita Purner, Cultural Arts Manager

III. APPROVAL OF MINUTES

Approval for minutes postponed for regular meeting.

IV. AUDIENCE PARTICIPATION

None

V. GENERAL BUSINESS

06/02/22.1. City's Beautification of City Entryways.

The meeting was focused on reviewing the nine preliminary designs for the City's entryways. The designs were prepared by the City's graphic artist. Ms. Purner informed the Commission they were to select 3-4 designs for recommendation to City Council.

There were three entryway sites under consideration: Marine/Aviation, Manhattan Beach and Aviation, S. Valley/Ardmore and Boundary Place. Sepulveda north and south, and Highland/45<sup>th</sup> Street (El Porto) are not being considered at this time.

Commissioner Duncan was interested in unifying the designs by using one design for all three sites. Commissioner Phillips suggested similar but different signage with a common theme. Commissioner Seckinger was concerned with respective costs for the designs under review. Ms. Purner clarified that after the City Council makes their design selection, staff will contact Quick Crete for a quote.

Ms. Purner explained that upon receipt of quotes from the vendor, staff would then return to City Council with the specifics on the signage, installation and landscaping costs. Street medians are 14' wide. The vendor's renderings would provide the scale for signage under consideration.

It was agreed that design coordination was a possibility. Using mosaic material was thought to be most attractive and Commissioner Phillips indicated the mosaic was "classy" and yet playful and fun which Manhattan Beach is all about. The shape was an issue in the sign with a mosaic design.

Further discussion revolved around the shape, execution, and color as important components to consider. The mosaic wave design was viewed and the Commissioners questioned the maintenance and longevity of the mosaic material used in a wave design. Ms. Purner shared her conversation with Quick Crete, where they explained that a finish can be applied to the mosaic but it's not certain, given coastal conditions, how long the finish would protect the surface.

The review process of the preliminary designs eliminated designs on the following points:

- a division look (housing or business complex)
- too playful
- less sophisticated
- natural stone too dark
- flashy quality
- sharp edges

The Commission agreed certain elements should be incorporated into a sound design for the City entryways:

- low height
- three variations on one design possible
- a distinct, interesting design needed for a neutral colored material
- curve text line inherent to some designs
- use of terrazzo in less expense form (color-speckled concrete sanded to look like terrazzo) was attractive
- natural colored background for mosaic wave design
- appropriate size fonts

The final designs included designs using colors selected from the Quick Crete brochure.

#1 Sign includes a wave design in blue terrazzo. There are two options; one is a curved form and the second is a square shape, both against a light colored background

#2 A mosaic wave design in shades of blue and green on a light background. Green colored base and cap are in etched concrete.

#3 This terracotta colored sign features a kelp leaf design.

Committee applications were reviewed. Those Commissioners who nominated candidates provided background information. The list was then voted upon with the following members selected:

- Donna Grossman
- Dean Nota
- Don Spencer
- Jill Will
- Alison Wright

PAAC members will be sent confirmation letters this week.

VII. REPORTS AND OTHER BUSINESS

None

VIII. ADJOURNMENT

Meeting was adjourned at 8:15 p.m.