



Staff Report

City of Manhattan Beach

TO: Honorable Mayor Fahey 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: October 18, 2005

SUBJECT: Consideration of the City Council Work Plan Item Regarding Beautification of City Entryways

RECOMMENDATION:

Staff recommends that the City Council discuss the beautification of the City's entryways and provide direction.

FISCAL IMPLICATION:

There is no fiscal implication associated with this report. Depending on how the City Council wishes to implement improvements to the City's entryways, staff would develop cost estimates based on that direction.

BACKGROUND:

As part of the City Council's **2005-07 Work Plan** is the consideration of beautifying the major entry points into the city. There are approximately 6 major entry areas into the city (attachment A). They are:

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

DISCUSSION:

The City's entryways are not currently unified or consistent in their aesthetics or theme. Several entryways are not identified at all such as Highland/45th (El Porto) and Valley/Ardmore at Boundary Place. The North and South Sepulveda entrances have small concrete monument signs that were installed in 2002 as part of the Sepulveda improvements. At Marine/Aviation there is a wooden sign identifying Manhattan Beach, but it is old and in need of repair.

At Manhattan Beach Blvd. and Aviation, there is an entryway monument made of stone and tile with the words Progressus Progressus Progressus on it. Originally this wall had a water feature that was turned off because of vandalism. In front is a small wooden sign with the words

Manhattan Beach. The original stone wall was built in the 1960's as part of the Manhattan Beach Blvd. median improvements project. The words Progressus Progressus Progressus were added as part of the former temporary art projects in 1990. The word Progressus was used because it was the motto for the first City seal used in 1913, moving our new City into the 20th century.

As you can see there is no uniformity or theme with the city's current entryway areas, and most of them have not been improved in many years.

Most of the surrounding cities have the same situation as Manhattan Beach (attachment G). Redondo Beach has developed a "Way Finding" committee that is developing standards for colors and themes for their entryway signs. Currently, they have several different signs including the King Harbor sign as well as monuments throughout the city; some with dolphins on them, others just plain concrete with engraved words.

Lawndale and Hawthorne, as most cities, are going to the pre-cast concrete signs, some with message boards in them. Attachment H shows monument signs with a combination of pre-cast concrete and aluminum or brick.

Besides the pre-cast concrete monuments, there is the possibility to create or design individual entryway monuments with more artistic features; perhaps different themes depicting the different area of Manhattan Beach.

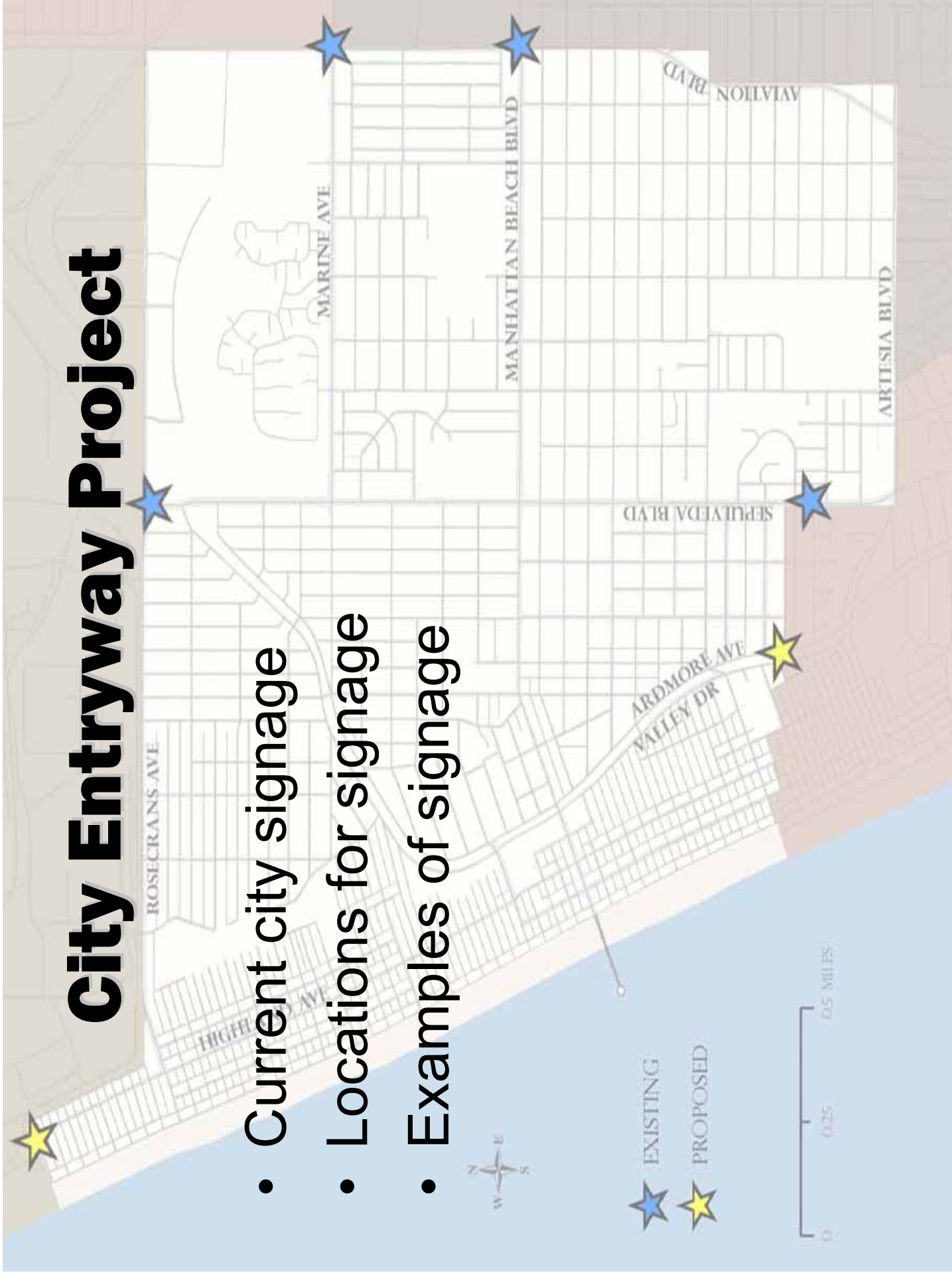
CONCLUSION:

Staff recommends that the City Council discuss the different options for the City's entryways. If City Council agrees to improve the entryways, Council should direct staff to develop designs and cost estimates with their desired parameters of locations, themes and materials. The City Council could also refer this to the Cultural Arts Commission for input.

- Attachment A: Location Map
- Attachment B-F: Entryways
- Attachment G: Surrounding City Entry Signs
- Attachment H: Examples of Manufactured Signs

City Entryway Project

- Current city signage
- Locations for signage
- Examples of signage





Sepulveda North & South



Manhattan Beach Blvd. at Aviation



Marine at Aviation



Valley/Ardmore at Boundary



Highland and 45th (El Porto)



Redondo



Hermosa



Hawthorne



Lawndale



Examples of Manufactured Signs

