

**CITY OF MANHATTAN BEACH  
DEPARTMENT OF COMMUNITY DEVELOPMENT**

**TO:** Parking and Public Improvements Commission

**FROM:** Anne McIntosh, Director of Community Development  
Stephanie Katsouleas, P.E., Director of Public Works  
Prem Kumar, P.E., City Engineer  
Erik Zandvliet, T.E., City Traffic Engineer  
Mamerto Estepa Jr., Associate Engineer

**DATE:** April 26, 2018

**SUBJECT:** Presentation of a Prototype of the City Council-selected Citywide Wayfinding Sign Program Theme.

**RECOMMENDATION:**

Staff recommends that the Parking and Public Improvements Commission (PPIC) review the prototype made for the City Council-selected Citywide Wayfinding Sign Program theme and provide feedback.

**BACKGROUND:**

On October 3, 2017, City staff and Selbert Perkins Design provided an overview of the city's existing signage and presented to City Council three designs that could unify signage through the City (see Attachment 1). These three designs showcased Beach Classic and Modern themes, as well as enhancing existing signage (e.g., obelisks, Monuments, etc.). Please note that the previous council and other stakeholders in the downtown and north end areas of Manhattan Beach participated in the development of the themes ultimately presented over the last several years. City Council reviewed, discussed and ultimately selected the Beach Classic theme for the Citywide Wayfinding Signage Program, and staff was directed to proceed with the final development of the master plan guidelines for future signage using that theme. The Master Plan is now in the final stages of development.

**DISCUSSION:**

The full size Pedestrian Direction Sign prototype being presented at the PPIC meeting provides a tangible representation of the Beach Classic theme look, material and size, while the Wayfinding Master Plan itself will identify all the design parameters for the full suite of signage needs for the City. In addition to the PPIC, feedback on the prototype and overall beach classic design theme is being requested from the Downtown Business Professional Association, North Manhattan Beach Business Improvement District and the Cultural Arts Commission prior to final presentation to and approval from City Council in June.

**CONCLUSION:**

Staff recommends that the PPIC provide feedback on the prototype sign and the overall design theme for the Citywide Wayfinding Sign Program.

Attachments:

1. Power Point Presented to City Council on 10/3/2017
2. Full Size "Proof" Sample

# CITY OF MANHATTAN BEACH

## **SIGNAGE AND WAYFINDING**

03 OCTOBER 2017



**selbert perkins design collaborative**

432 Culver Boulevard, Playa Del Rey, CA 90293

T 310 822 5223 [www.selbertperkins.com](http://www.selbertperkins.com)

# PROJECT OVERVIEW



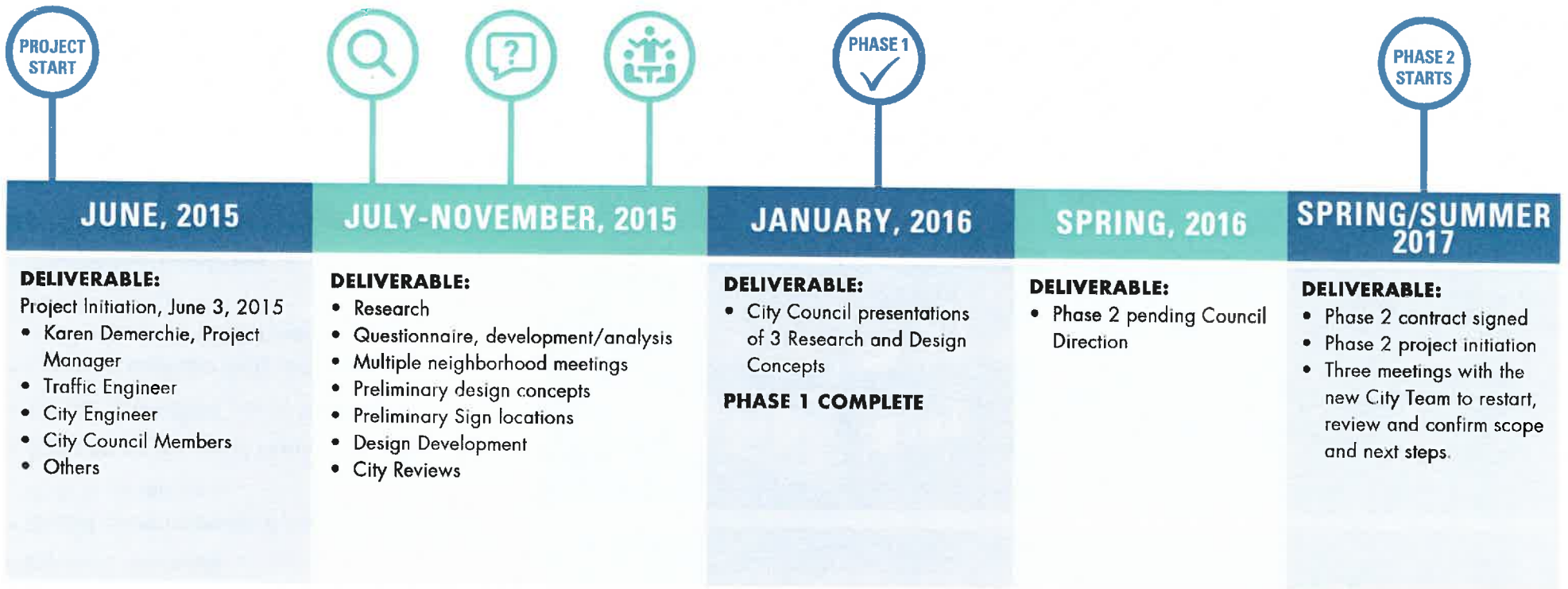
CITY OF  
MANHATTAN BEACH



**PROJECT**  
CITY OF MANHATTAN BEACH  
SIGNAGE AND WAYFINDING

**DATE**  
03 OCTOBER 2017

**DESCRIPTION**  
PROJECT OVERVIEW



## OVERVIEW

The purpose of the Signage and Wayfinding Plan is to build awareness of the City of Manhattan Beach through a comprehensive and intuitive identification and wayfinding system for visitors and residents.

## PROJECT GOALS

- **Build awareness** of Manhattan Beach and its destinations.
- **Preserve** the small town beach character.
- Create a **unified** visual language.
- Create a **welcoming**, intuitive, and positive experience for residents and visitors.
- **Facilitate parking**
- Identify and **eliminate sign clutter**.
- Reinforce the history of Manhattan Beach through storytelling.
- Design a **unified and flexible** system to facilitate maintenance, repair, reprogramming, and replacement.
- Integrate **sustainable** processes, materials, and technologies for all elements.



**CITY IDENTITY**



**DISTRICT IDENTITY**



**STREET IDENTITY**



**DESTINATION IDENTITY**



**VEHICLE DIRECTION SIGNS**



**PARKING DIRECTION SIGNS**



**PARKING IDENTITY SIGNS**



**PEDESTRIAN DIRECTORY SIGNS**





**PUBLIC TRANSPORTATION**



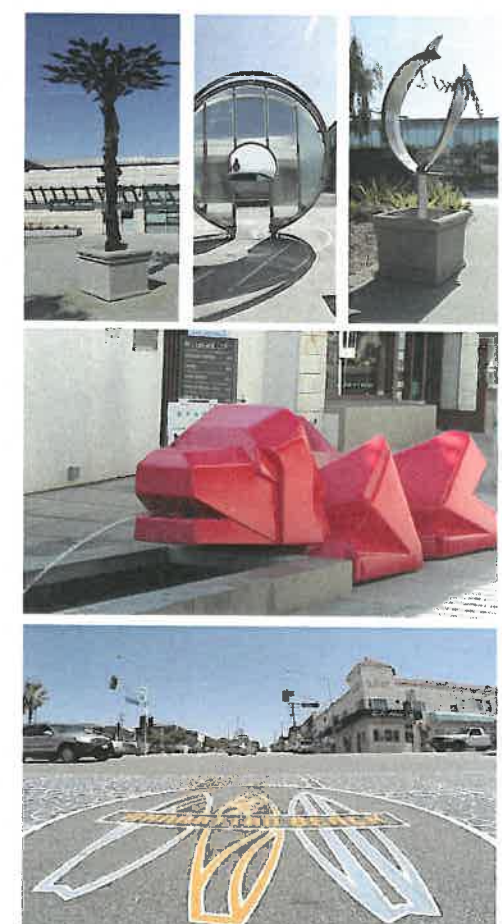
**CITY REGULATION SIGNS**



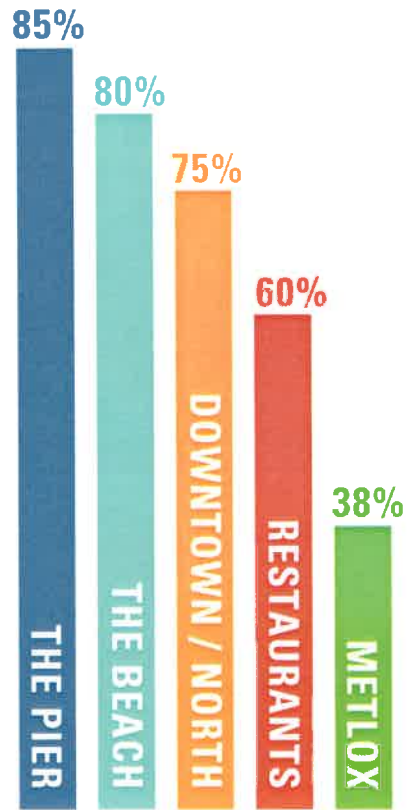
**AMENITIES**



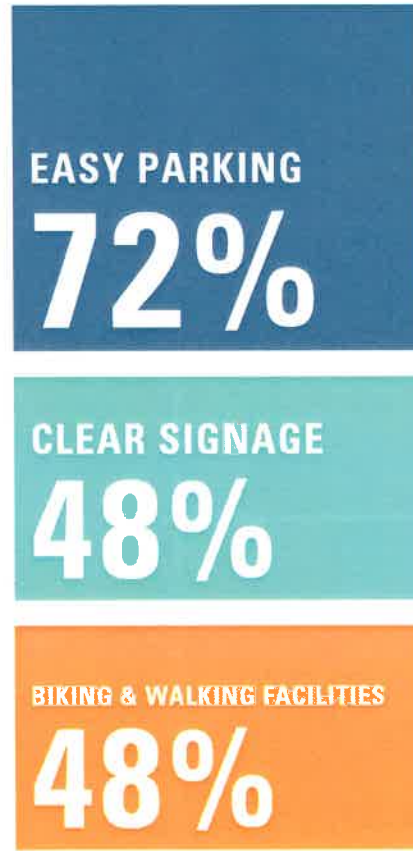
**PUBLIC ART**



### TOP DESTINATIONS



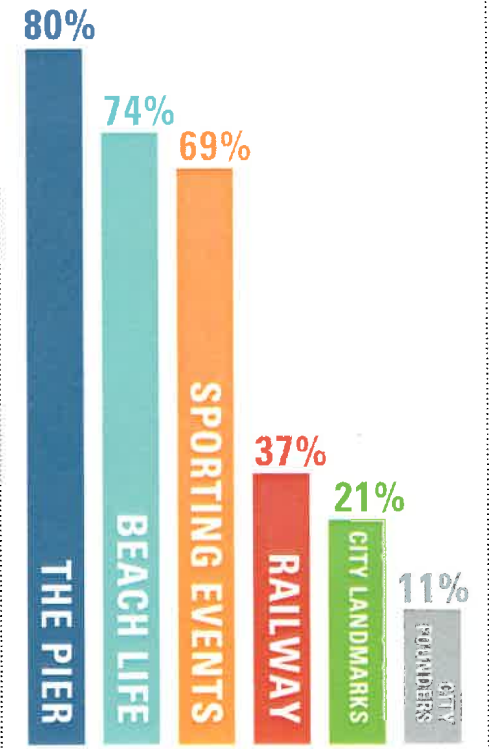
### TOP VISITOR NEEDS



### HELPFUL WAYFINDING ELEMENTS



### MANHATTAN BEACH STORIES





# Design Options



## Concepts for Review:

- 1. Enhance the Existing:** inspired by key elements from the existing sign system.
- 2. Beach Classic:** this option uses colors and materials that express the culture and lifestyle of the Manhattan Beach community.
- 3. Modern:** bright, bold colors and layered materials work together to create a modern sign system.

# Concept 1—Enhance the Existing

( Note – Option selected as of January, 2016 )



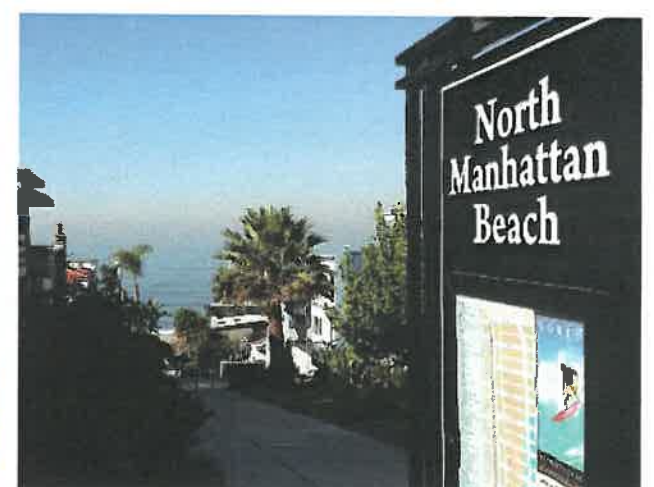
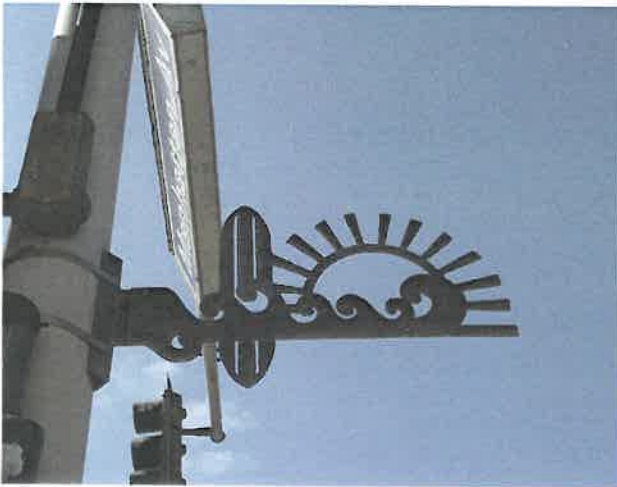
CITY OF  
MANHATTAN BEACH



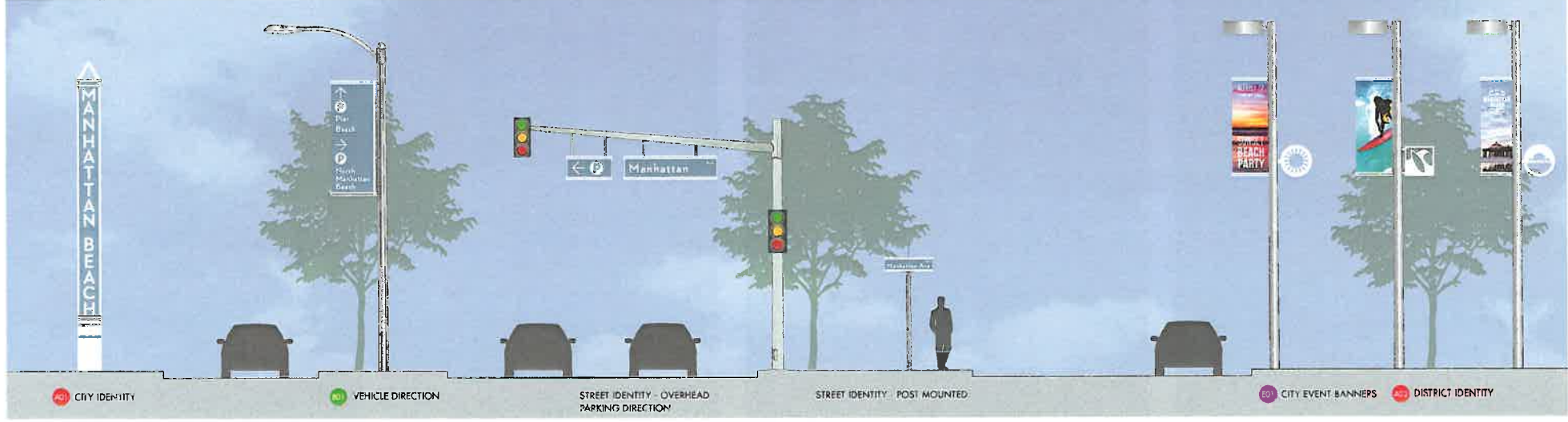
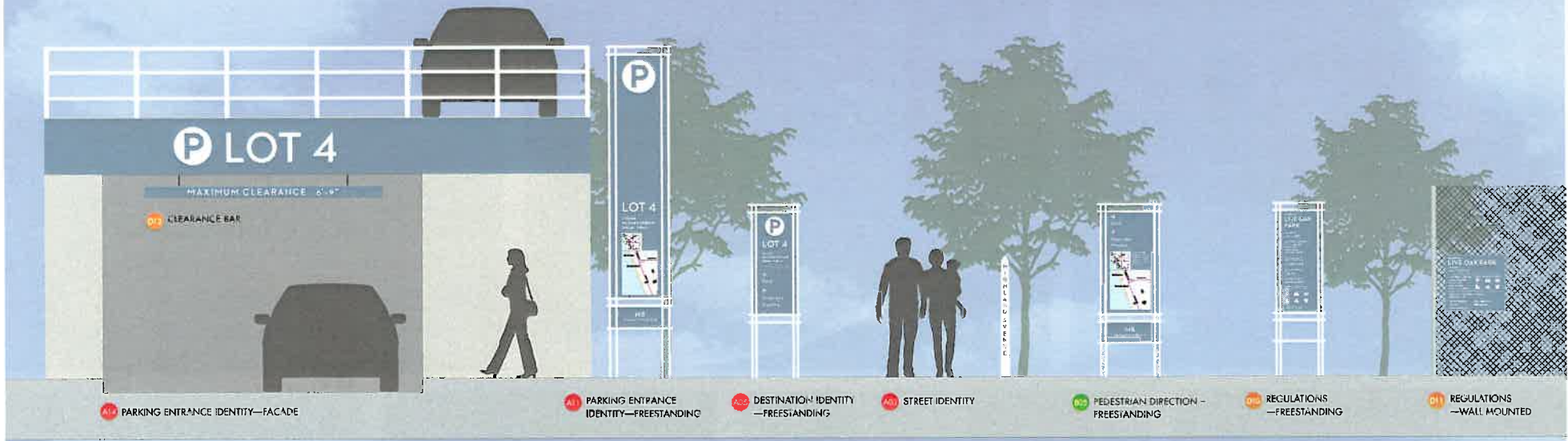
**PROJECT**  
CITY OF MANHATTAN BEACH  
SIGNAGE AND WAYFINDING

**DATE**  
03 OCTOBER 2017

**DESCRIPTION**  
CONCEPT 1—ENHANCE THE EXISTING



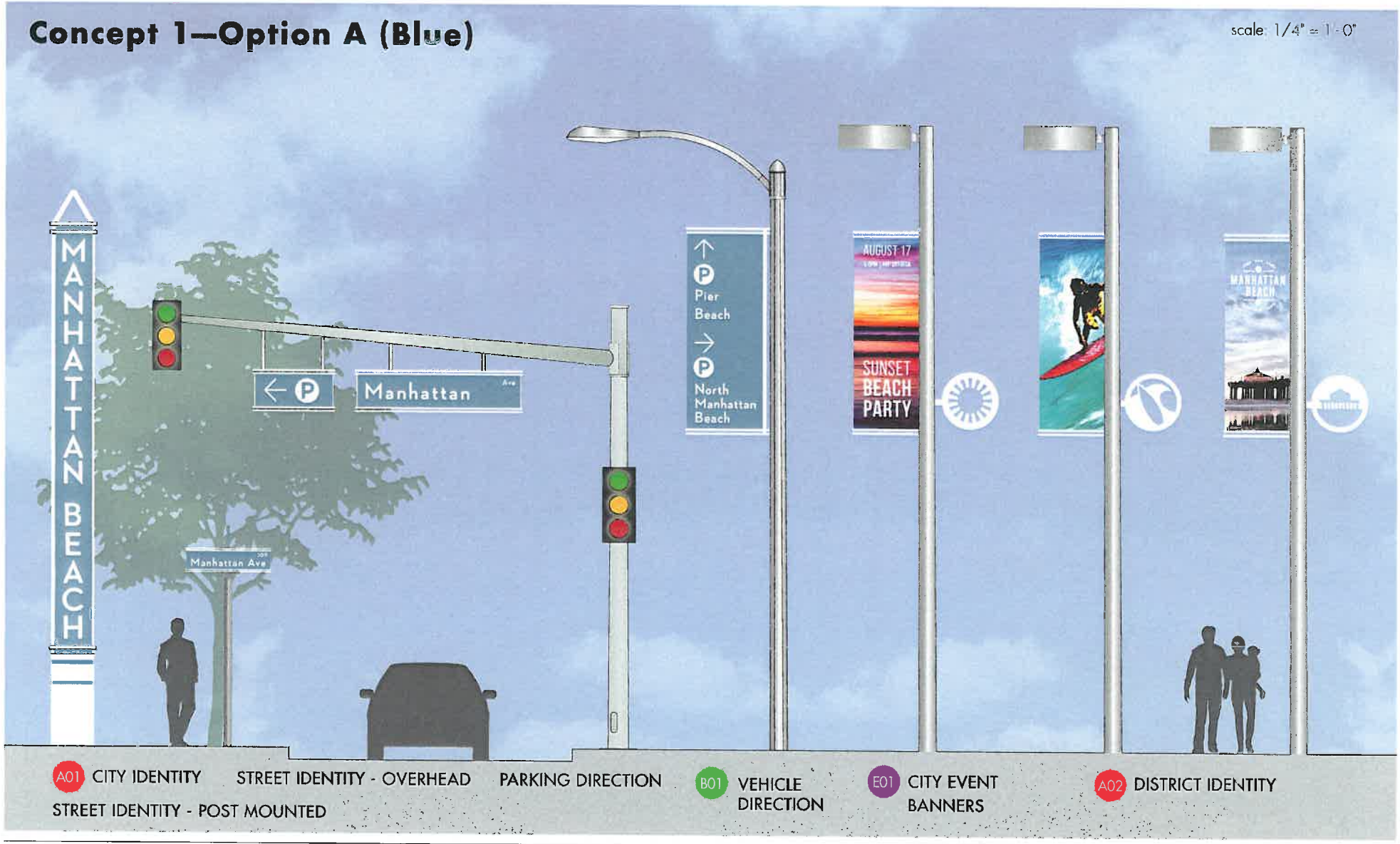
# Concept 1—Option A (Blue)





# Concept 1—Option A (Blue)

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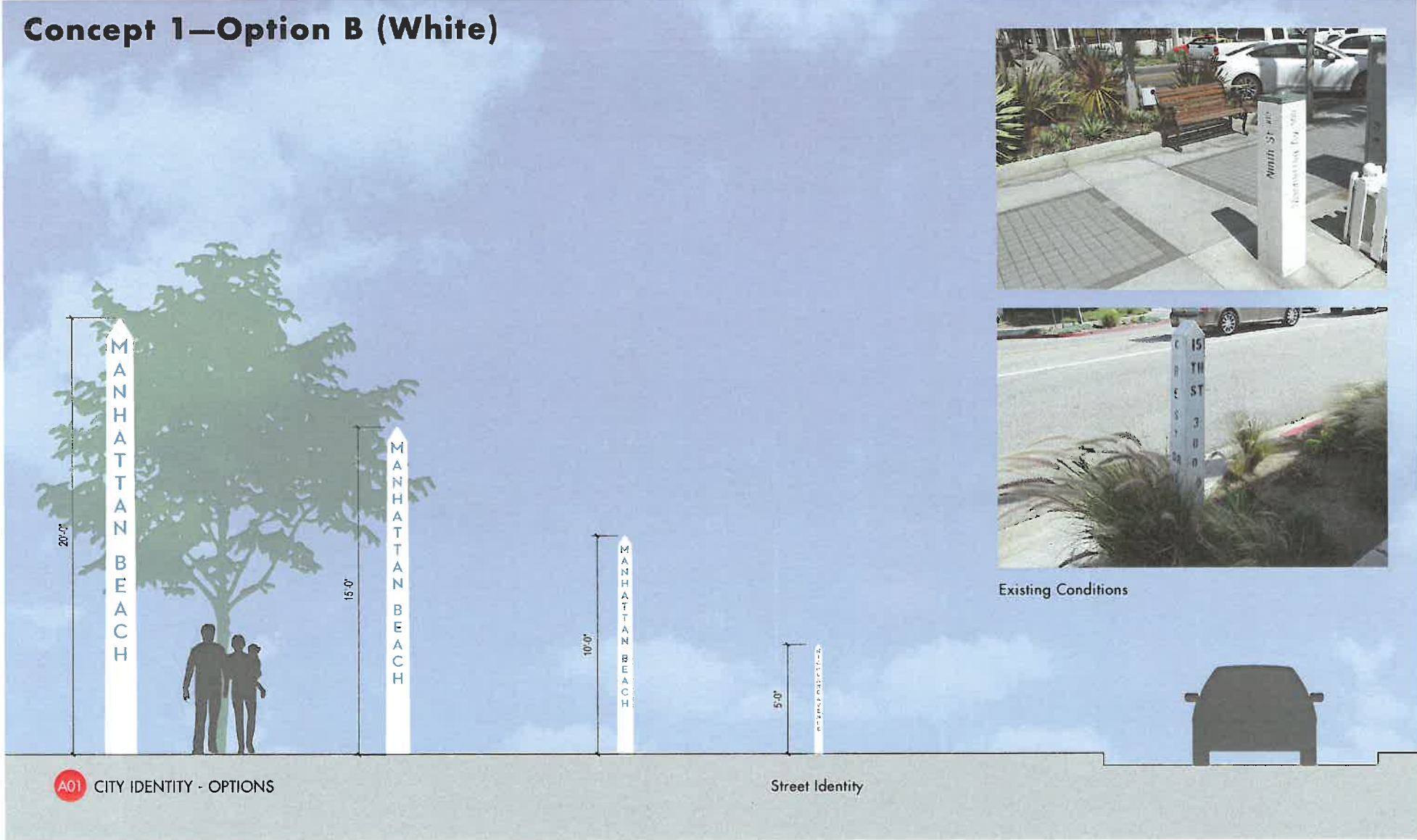


- A01 CITY IDENTITY  
STREET IDENTITY - POST MOUNTED
- STREET IDENTITY - OVERHEAD
- PARKING DIRECTION
- B01 VEHICLE DIRECTION
- E01 CITY EVENT BANNERS
- A02 DISTRICT IDENTITY

# Concept 1—Option B (White)



Existing Conditions



A01 CITY IDENTITY - OPTIONS

Street Identity

# Concept 1—Option C (Sea glass)

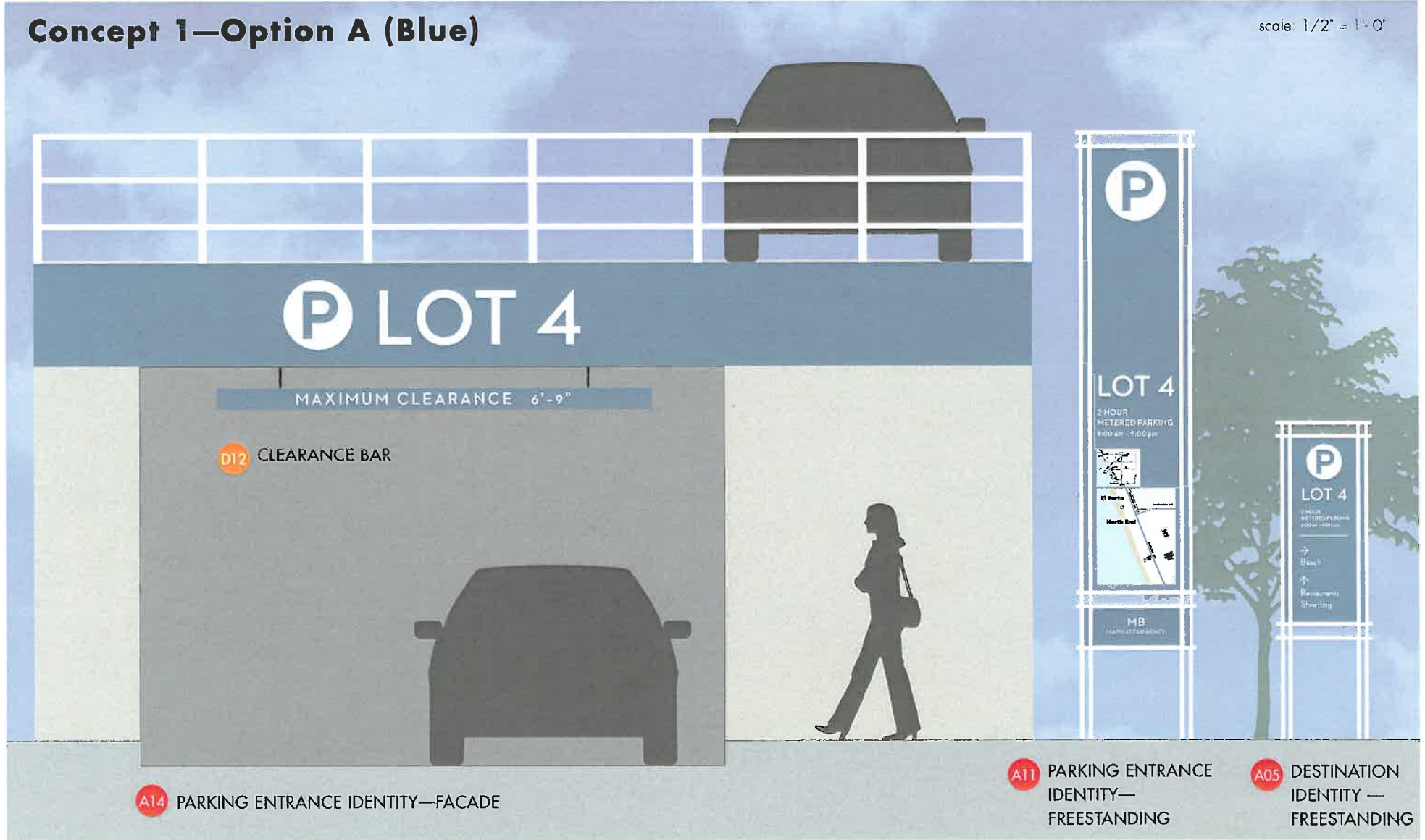


Inspiration - sea glass



# Concept 1—Option A (Blue)

scale 1/2" = 1'-0"



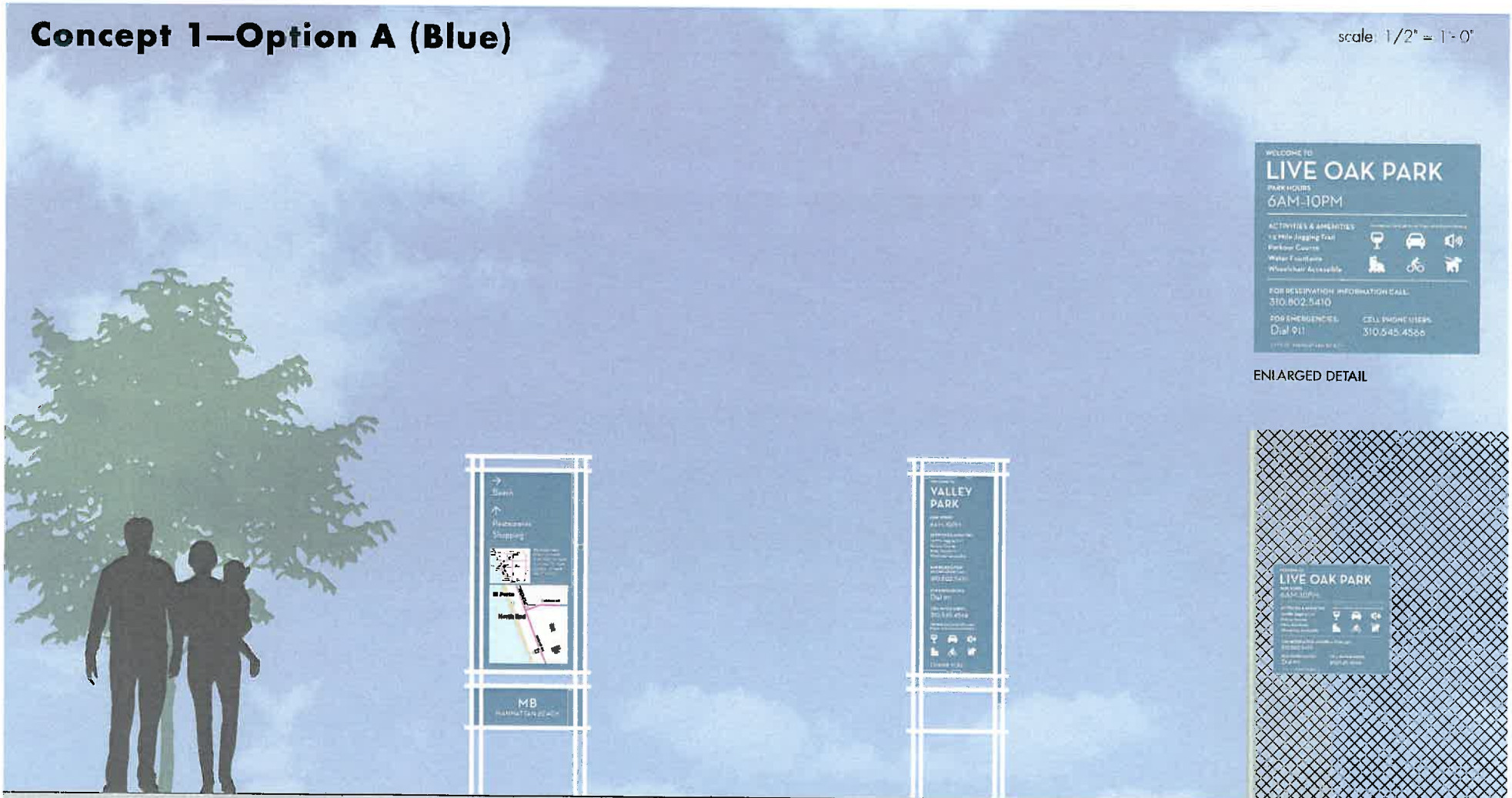
**A14** PARKING ENTRANCE IDENTITY—FACADE

**A11** PARKING ENTRANCE IDENTITY—FREESTANDING

**A05** DESTINATION IDENTITY—FREESTANDING

# Concept 1—Option A (Blue)

scale: 1/2" = 1'-0"



WELCOME TO  
**LIVE OAK PARK**

PARK HOURS  
**6AM-10PM**

ACTIVITIES & AMENITIES

- 1.5 Mile Jogging Trail
- Parkour Course
- Water Fountain
- Wheelchair Accessible

FOR RESERVATION INFORMATION CALL:  
310.802.5410

FOR EMERGENCIES—  
Dial 911

CELL PHONE USERS:  
310.645.4566

ENLARGED DETAIL

**B05** PEDESTRIAN DIRECTION—  
FREESTANDING

**D10** REGULATIONS—  
FREESTANDING

**D11** REGULATIONS—  
WALL MOUNTED

# Concept 1—Before



# Concept 1—Option A (Blue)



Parking Garage Point  
 Parking Identity and Map

Banners  
 Sculpture

Obelisk  
 Crosswalks

Pedestrian Direction and Map

# Concept 1—Option B (White)



Parking Garage Point

Parking Identity  
and Map

Banners

Sculpture

Obelisk

Crosswalks

Pedestrian Direction  
and Map



**PROJECT**  
CITY OF MANHATTAN BEACH  
SIGNAGE AND WAYFINDING

**DATE**  
03 OCTOBER 2017

**DESCRIPTION**

CONCEPT 1—ROSECRANS AVE/HIGHLAND AVE (AFTER)



## Concept 1—Before



CITY OF  
MANHATTAN BEACH



PROJECT  
CITY OF MANHATTAN BEACH  
SIGNAGE AND WAYFINDING

DATE  
03 OCTOBER 2017

DESCRIPTION  
CONCEPT 1—MANHATTAN BEACH BLVD/MANHATTAN AVE  
(BEFORE)

# Concept 1—Option A (Blue)



# Concept 1—Option B (White)



Banners
Parking Direction
Pedestrian Direction & Map
Crosswalks
Sculpture
Obelisk

# Concept 1—Before



## Concept 1—Option A (Blue)



# Concept 1—Option B (White)



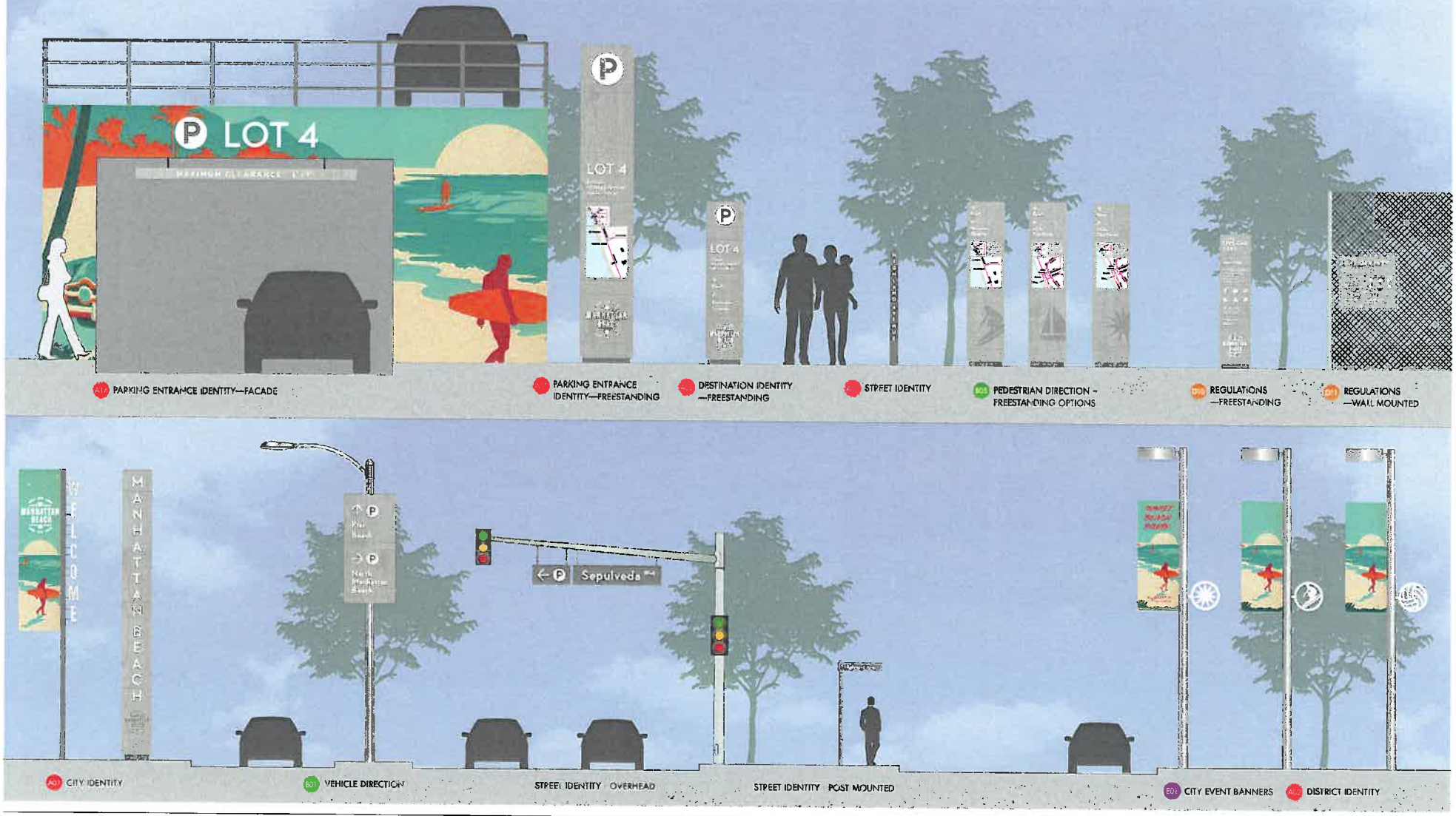
# Concept 2—Beach Classic





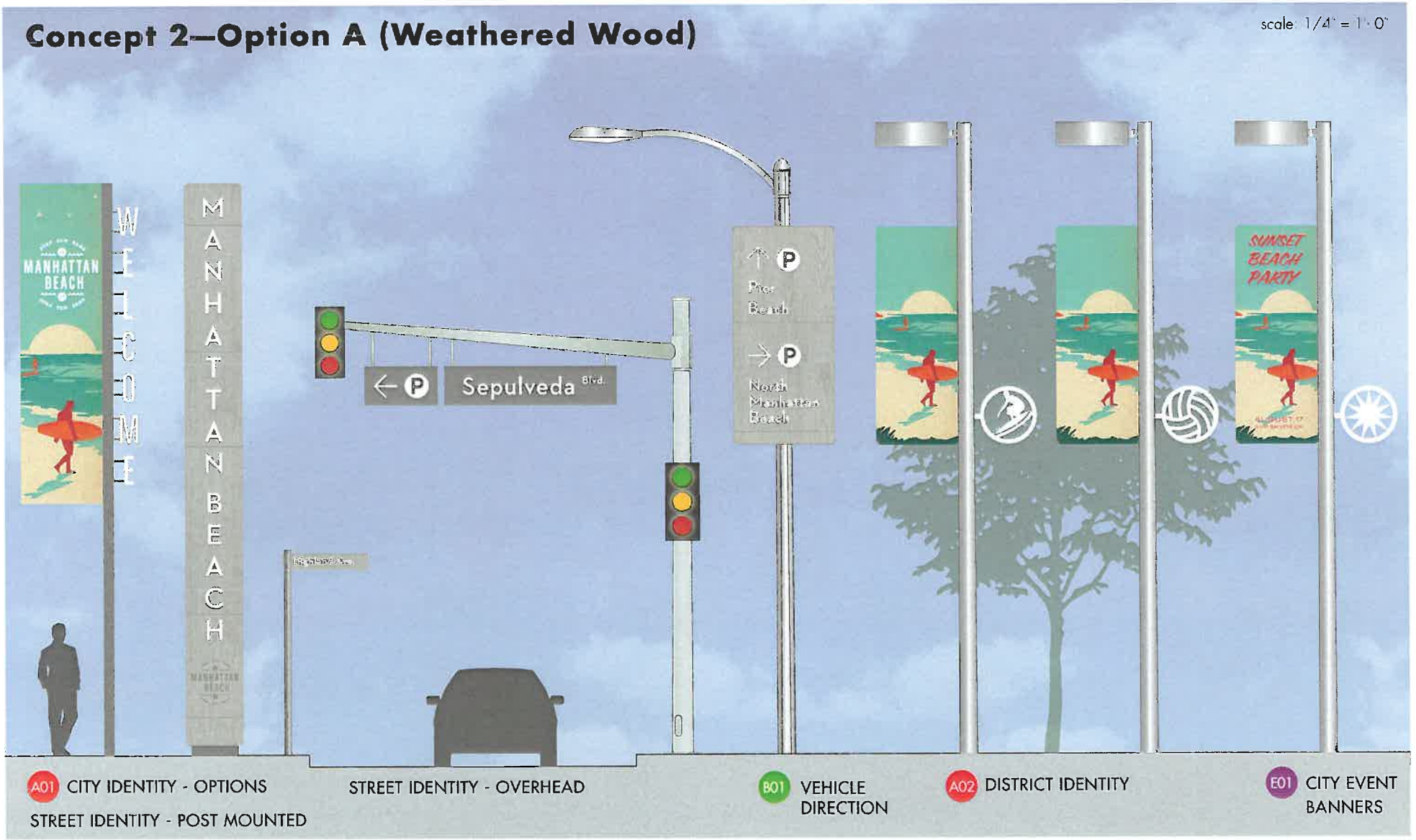


# Concept 2—Option A (Weathered Wood)



# Concept 2—Option A (Weathered Wood)

scale 1/4" = 1'-0"



**A01** CITY IDENTITY - OPTIONS  
STREET IDENTITY - POST MOUNTED

STREET IDENTITY - OVERHEAD

**B01** VEHICLE DIRECTION

**A02** DISTRICT IDENTITY

**E01** CITY EVENT BANNERS



**PROJECT**  
CITY OF MANHATTAN BEACH  
SIGNAGE AND WAYFINDING

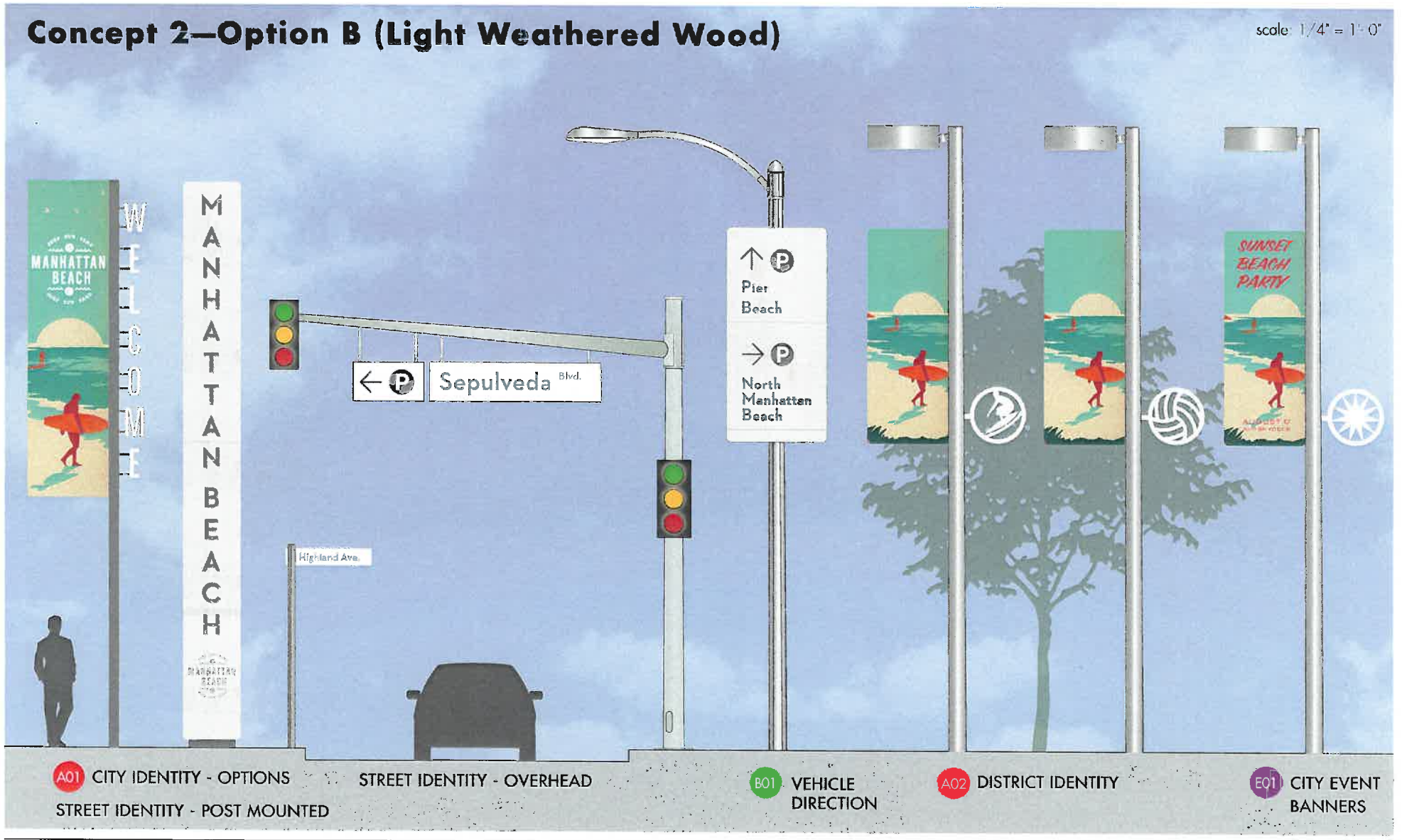
**DATE**  
03 OCTOBER 2017

**DESCRIPTION**

CONCEPT 2—SUMMARY OF SIGN TYPES (OPTION A)

# Concept 2—Option B (Light Weathered Wood)

scale: 1/4" = 1'-0"



**A01** CITY IDENTITY - OPTIONS  
STREET IDENTITY - POST MOUNTED

STREET IDENTITY - OVERHEAD

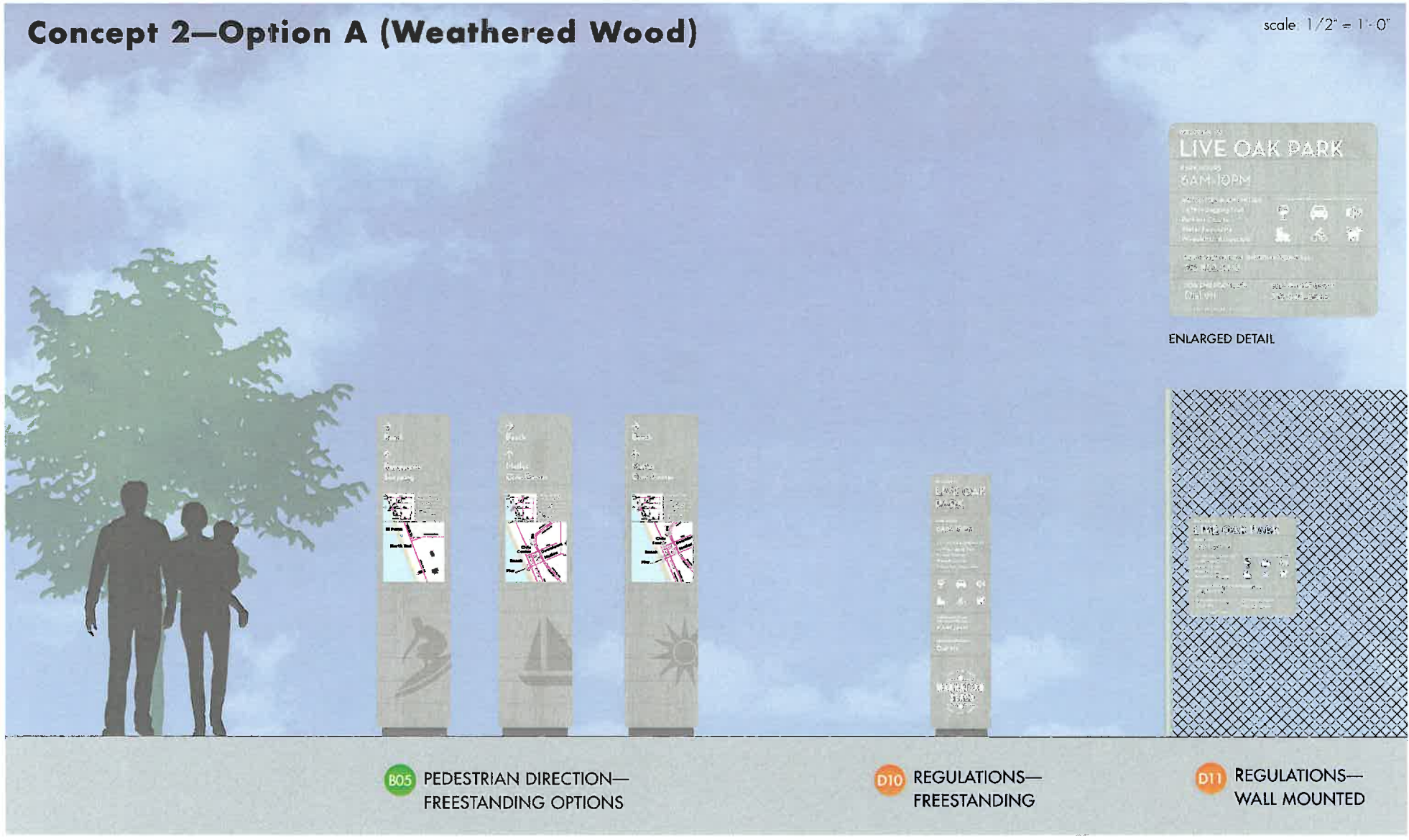
**B01** VEHICLE DIRECTION

**A02** DISTRICT IDENTITY

**E01** CITY EVENT BANNERS

# Concept 2—Option A (Weathered Wood)

scale: 1/2" = 1'-0"



ENLARGED DETAIL

**B05** PEDESTRIAN DIRECTION—  
FREESTANDING OPTIONS

**D10** REGULATIONS—  
FREESTANDING

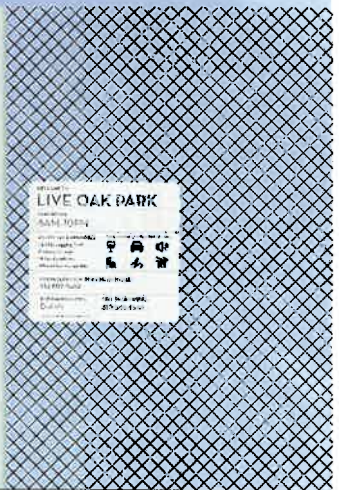
**D11** REGULATIONS—  
WALL MOUNTED

# Concept 2—Option B (Light Weathered Wood)

scale: 1/2" = 1'-0"



ENLARGED DETAIL



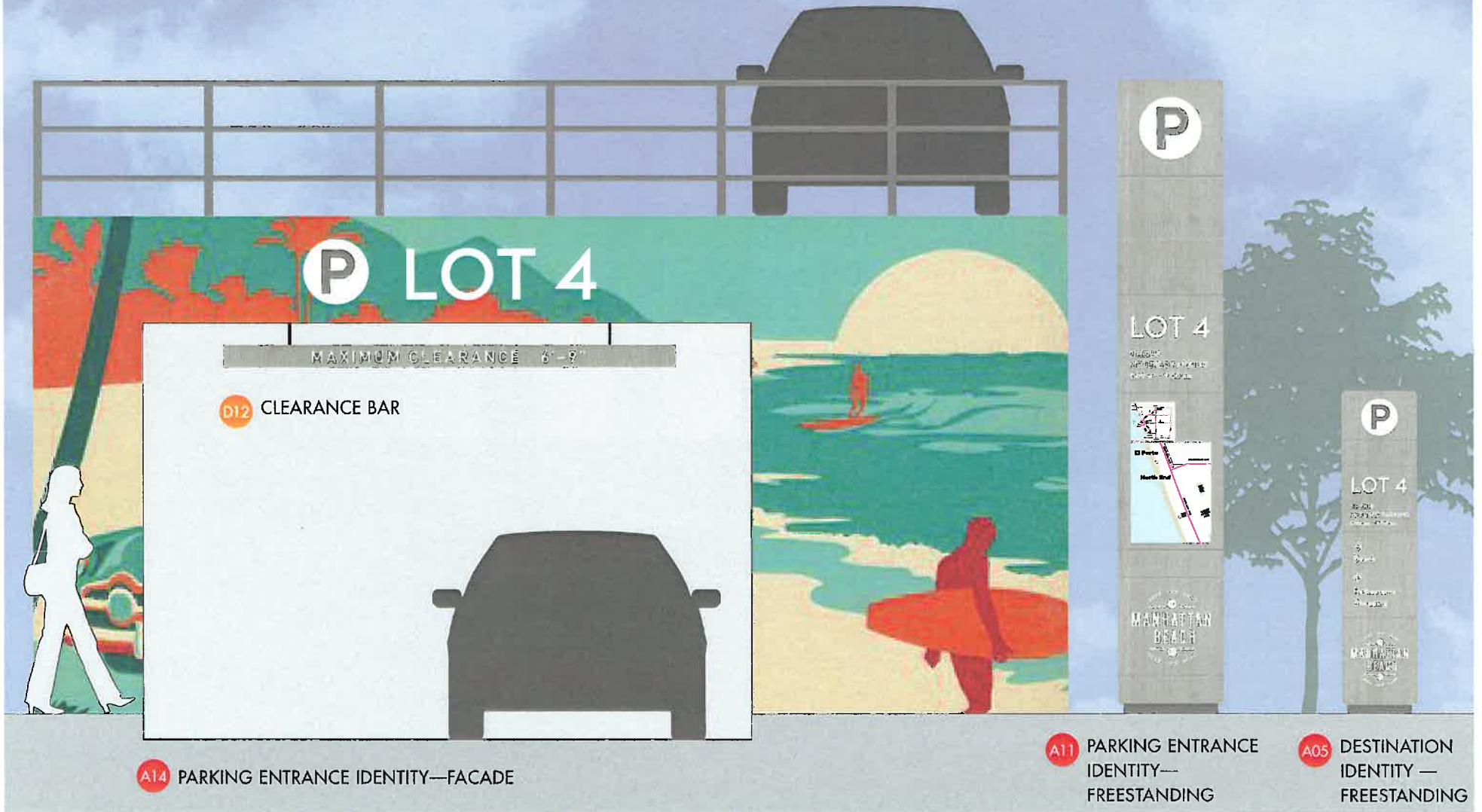
**B05** PEDESTRIAN DIRECTION—FREESTANDING OPTIONS

**D10** REGULATIONS—FREESTANDING

**D11** REGULATIONS—WALL MOUNTED

# Concept 2—Option A (Weathered Wood)

scale: 1/2" = 1'-0"



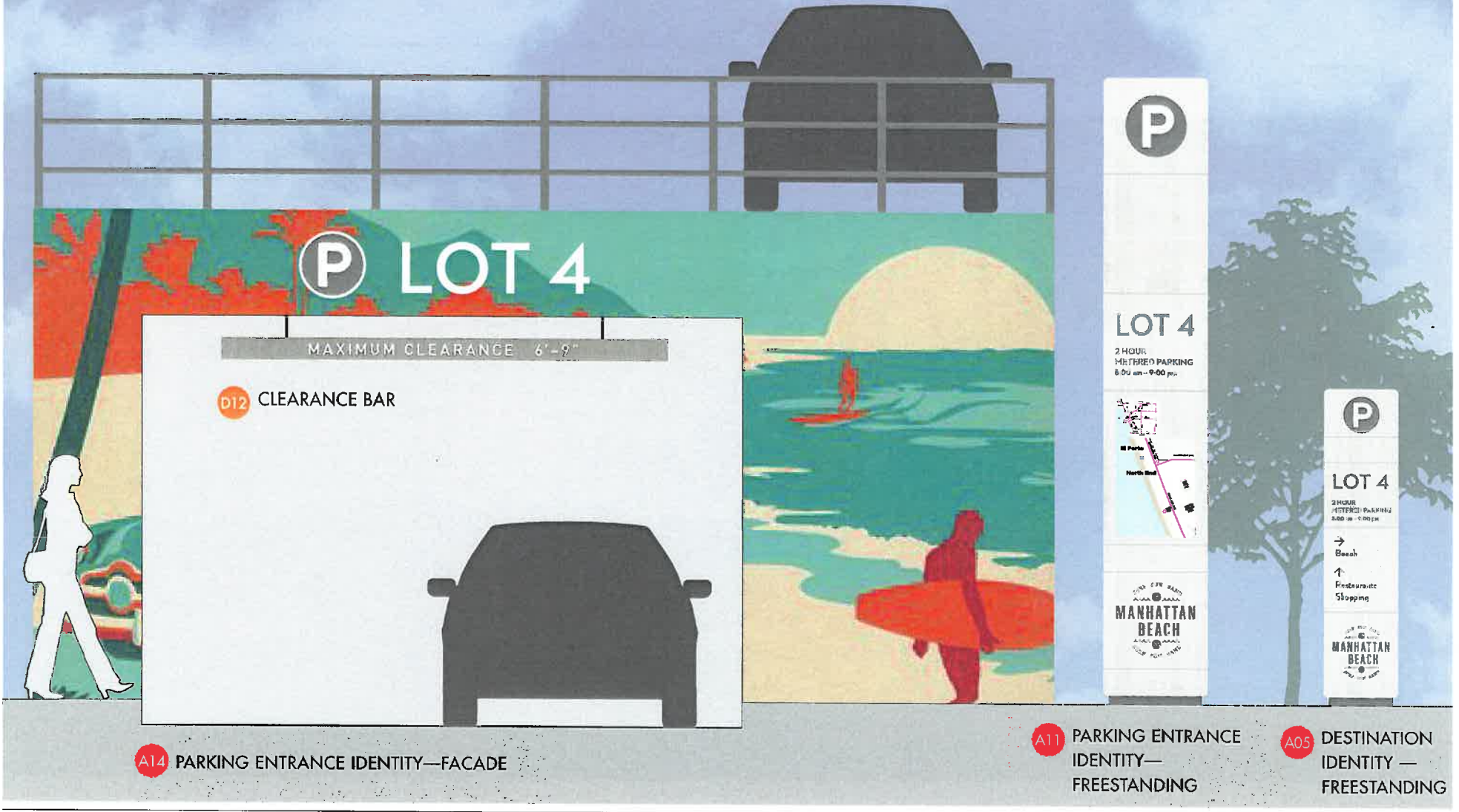
**A14** PARKING ENTRANCE IDENTITY—FACADE

**A11** PARKING ENTRANCE IDENTITY—FREESTANDING

**A05** DESTINATION IDENTITY—FREESTANDING

# Concept 2—Option B (Light Weathered Wood)

scale: 1/2" = 1'-0"



**A14** PARKING ENTRANCE IDENTITY—FACADE

**A11** PARKING ENTRANCE IDENTITY—FREESTANDING

**A05** DESTINATION IDENTITY—FREESTANDING

## Concept 2—Option A (Weathered Wood)



Parking Garage  
Graphics  
Parking Identity  
and Map

Banners  
Sculpture

City Identity  
Crosswalks

Pedestrian Direction  
and Map



## Concept 2—Option A (Weathered Wood)



City Identity

Parking Direction

Pedestrian Direction  
and Map

Crosswalks

Sculpture

# Concept 2—Option A (Weathered Wood)



# Concept 3—Modern



CITY OF  
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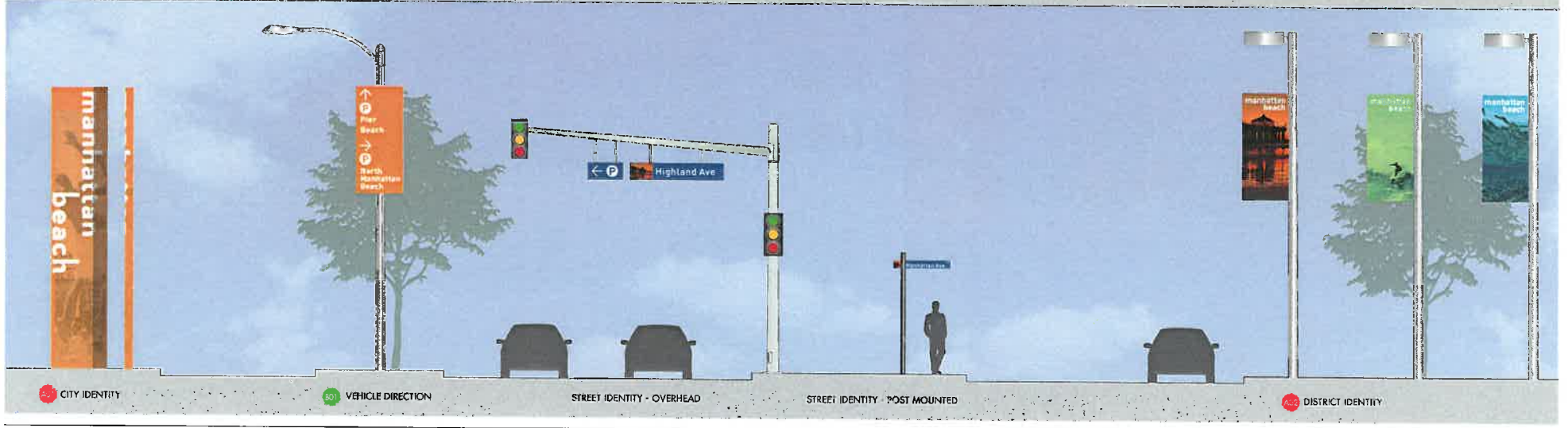
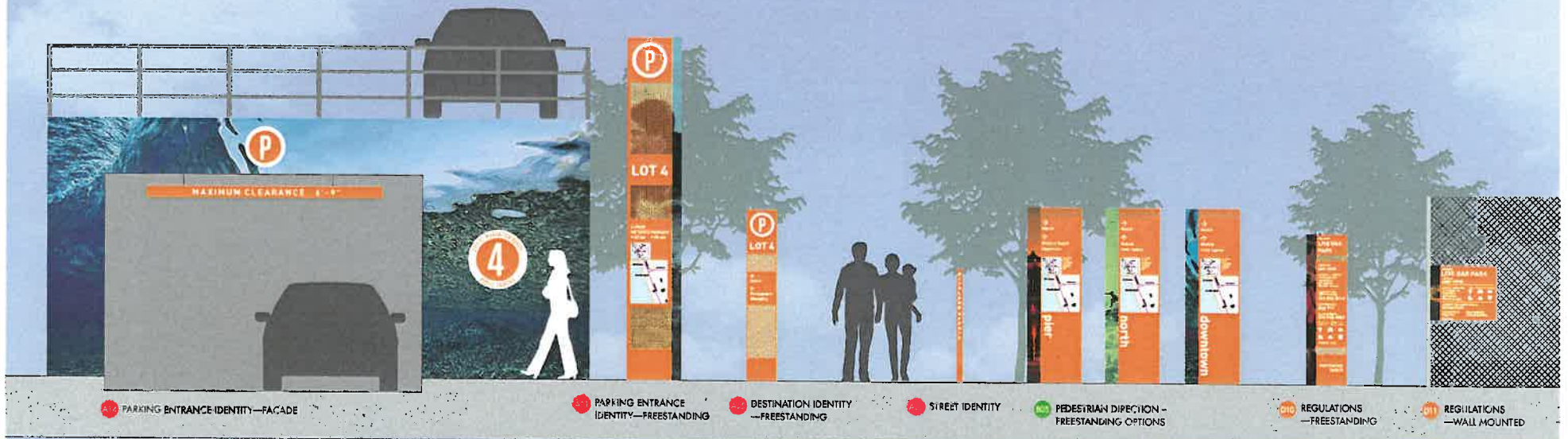
**PROJECT**  
CITY OF MANHATTAN BEACH  
SIGNAGE AND WAYFINDING

**DATE**  
03 OCTOBER 2017

**DESCRIPTION**  
CONCEPT 3—MODERN



# Concept 3



# Concept 3

scale 1/4" = 1'-0"



**A01** CITY IDENTITY - OPTIONS  
STREET IDENTITY - POST MOUNTED

STREET IDENTITY - OVERHEAD  
PARKING DIRECTION

**B01** VEHICLE  
DIRECTION

**A02** DISTRICT IDENTITY



**PROJECT**  
CITY OF MANHATTAN BEACH  
SIGNAGE AND WAYFINDING

**DATE**  
03 OCTOBER 2017

**DESCRIPTION**

CONCEPT 3—SUMMARY OF SIGN TYPES

# Concept 3

scale 1/2" = 1'-0"



ENLARGED DETAIL

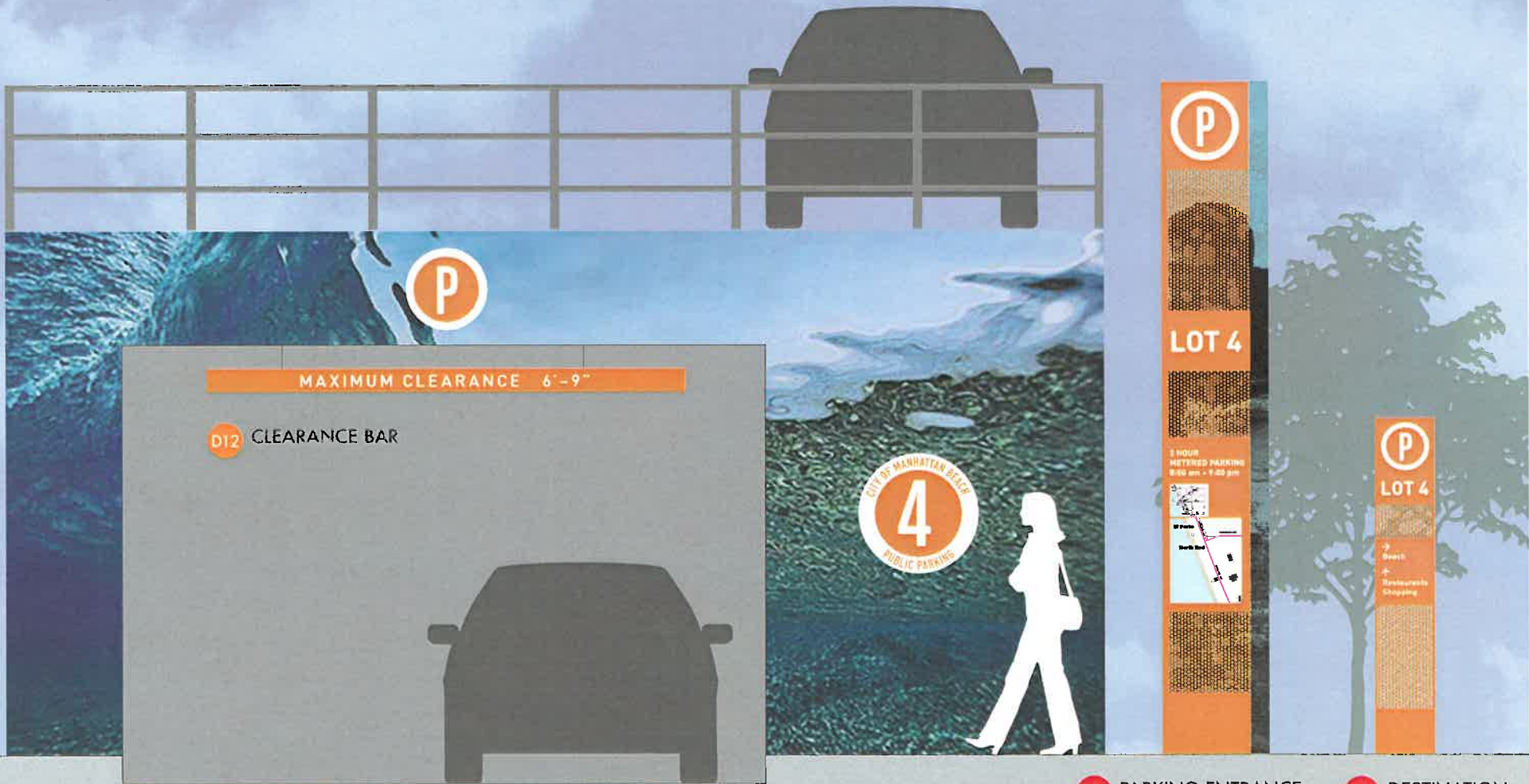
**B05** PEDESTRIAN DIRECTION—  
FREESTANDING OPTIONS

**D10** REGULATIONS—  
FREESTANDING

**D11** REGULATIONS—  
WALL MOUNTED

# Concept 3

scale 1/2" = 1'-0"



**A14** PARKING ENTRANCE IDENTITY—FACADE

**A11** PARKING ENTRANCE IDENTITY—FREESTANDING

**A05** DESTINATION IDENTITY — FREESTANDING



# Concept 3



- Parking Garage Graphics
- Parking Identity and Map
- Banners
- City Identity
- Crosswalks
- Pedestrian Direction and Map

# Concept 3



City Identity      Parking Direction      Pedestrian Direction and Map      Crosswalks



**PROJECT**  
CITY OF MANHATTAN BEACH  
SIGNAGE AND WAYFINDING

**DATE**  
03 OCTOBER 2017

**DESCRIPTION**  
CONCEPT 3—M.B. BLVD/MANHATTAN AVE

## Concept 3



# Next Steps



**MAP**



**APPS**



**CITY SEAL & LOGOS**



**MERCHANDISE**



## Next Steps

- SPD to develop the approved option
- Cost estimates
- Revised location plans
- City wayfinding map
- Phasing plans



OPTION 1  
Enhance the Existing

OPTION 2  
Beach Classic

OPTION 3  
Modern



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City of Manhattan Beach  
 Full Size Sample  
 February 27, 2018

Sign Palette:

-  Dark Gray
-  White
-  Light Gray
-  Digitally printed wood background

2'-0"

Copy  
Dark Gray

**DOWNTOWN  
MANHATTAN  
BEACH**

Symbol:  
Dark Gray

Digitally printed  
wood background

Copy + arrows:  
Dark Gray

8'-2 3/4"

**MAP KEY**

Shopping	Park	Walking Paths
Dining	Aquarium	City Hall
Public Parking	Beach	Library
Bike Path	Volleyball Courts	

Copy:  
Dark Gray

Symbols:  
White  
Circles:  
Dark Gray

Light Gray printed on top  
of wood background