

Community Identity and Directional Signage (Wayfinding) - Part 2

Please help the City decide which of the three design options you prefer for wayfinding signage.

All On Forum Responses sorted chronologically

As of September 23, 2015, 11:37 AM



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Community Identity and Directional Signage (Wayfinding) - Part 2

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As of September 23, 2015, 11:37 AM, this forum had:

Attendees: 168

On Forum Responses: 53

Hours of Public Comment: 3.2

This topic started on September 11, 2015, 2:36 PM.

Community Identity and Directional Signage (Wayfinding) - Part 2

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Responses

1. Of the three options presented, which is your most preferred?

		%	Count
Repurpose		55.8%	29
Retro/Vintage		28.8%	15
Modern		15.4%	8

2. Of the options presented, which is your preferred material/color palette?

		%	Count
Repurpose		55.8%	29
Retro/Vintage		28.8%	15
Modern		15.4%	8

3. Please share any specific comments:

Answered	26
Skipped	27

all art **beach blue** choose **color do don** from hope **how** idea
 illustrations just **like** love **make** manhattan **mb** modern more
 need **one really repurpose** retro **s signage signs** style surf survey **t**
 than **they think** town understand visitors white

1. Of the three options presented, which is your most preferred?

Chanee Vijay inside City Limits
 September 11, 2015, 5:23 PM

Community Identity and Directional Signage (Wayfinding) - Part 2

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Modern

Susan Stromgren inside City Limits
September 11, 2015, 5:37 PM

Repurpose

Jim Burton inside City Limits
September 11, 2015, 5:47 PM

Repurpose

Name not shown inside City Limits
September 11, 2015, 5:56 PM

Repurpose

Harry Emery inside City Limits
September 11, 2015, 6:09 PM

Repurpose

Name not shown inside City Limits
September 11, 2015, 6:42 PM

Retro/Vintage

Name not shown inside City Limits
September 11, 2015, 7:14 PM

Repurpose

Mark Lipps inside City Limits
September 11, 2015, 7:54 PM

Repurpose

Name not shown inside City Limits
September 11, 2015, 8:11 PM

Retro/Vintage

Jackie Luca inside City Limits
September 11, 2015, 8:38 PM

Community Identity and Directional Signage (Wayfinding) - Part 2

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Repurpose

Name not shown inside City Limits
September 11, 2015, 8:54 PM

Repurpose

Name not shown inside City Limits
September 11, 2015, 9:05 PM

Repurpose

Name not shown inside City Limits
September 11, 2015, 9:10 PM

Repurpose

Name not shown inside City Limits
September 11, 2015, 9:38 PM

Repurpose

steven firshein inside City Limits
September 12, 2015, 10:52 AM

Modern

Name not shown inside City Limits
September 12, 2015, 3:01 PM

Repurpose

Name not shown inside City Limits
September 12, 2015, 4:46 PM

Retro/Vintage

Name not shown inside City Limits
September 13, 2015, 7:51 AM

Modern

Name not shown inside City Limits
September 13, 2015, 8:43 AM

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Modern

Name not shown inside City Limits
September 13, 2015, 4:00 PM

Retro/Vintage

Name not shown inside City Limits
September 13, 2015, 6:11 PM

Modern

Name not shown inside City Limits
September 14, 2015, 4:40 PM

Repurpose

Jessica Kellett inside City Limits
September 15, 2015, 1:54 PM

Repurpose

Liz Myers Fatone inside City Limits
September 16, 2015, 9:18 AM

Repurpose

Name not shown inside City Limits
September 16, 2015, 1:42 PM

Modern

James R Gill inside City Limits
September 16, 2015, 9:05 PM

Repurpose

Name not shown inside City Limits
September 17, 2015, 7:45 AM

Repurpose

Name not shown inside City Limits
September 17, 2015, 2:45 PM

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Retro/Vintage

Gillian Cato inside City Limits
September 18, 2015, 7:03 AM

Repurpose

Name not shown inside City Limits
September 18, 2015, 11:26 AM

Repurpose

Name not shown inside City Limits
September 20, 2015, 3:43 AM

Repurpose

Jeanne Fratello inside City Limits
September 20, 2015, 10:44 AM

Repurpose

Name not shown inside City Limits
September 20, 2015, 12:27 PM

Repurpose

Name not shown inside City Limits
September 20, 2015, 12:40 PM

Retro/Vintage

Name not shown inside City Limits
September 20, 2015, 12:48 PM

Retro/Vintage

Name not shown inside City Limits
September 20, 2015, 1:37 PM

Retro/Vintage

Michelle McDonald inside City Limits
September 20, 2015, 2:14 PM

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Repurpose

Name not shown inside City Limits
September 20, 2015, 4:20 PM

Repurpose

Name not shown inside City Limits
September 20, 2015, 4:28 PM

Retro/Vintage

Penny Bordokas inside City Limits
September 20, 2015, 4:46 PM

Modern

Todd Bynon inside City Limits
September 20, 2015, 4:58 PM

Retro/Vintage

Name not shown inside City Limits
September 20, 2015, 5:33 PM

Retro/Vintage

Name not shown inside City Limits
September 20, 2015, 6:30 PM

Repurpose

Name not shown inside City Limits
September 21, 2015, 8:52 AM

Modern

Doc Weiler inside City Limits
September 21, 2015, 10:06 AM

Retro/Vintage

Nellie Ambrose inside City Limits
September 21, 2015, 11:26 AM

Community Identity and Directional Signage (Wayfinding) - Part 2

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Repurpose

Lon sorensen inside City Limits
September 21, 2015, 1:25 PM

Retro/Vintage

Name not shown inside City Limits
September 21, 2015, 5:51 PM

Retro/Vintage

Name not shown inside City Limits
September 21, 2015, 7:15 PM

Repurpose

Name not shown inside City Limits
September 21, 2015, 10:28 PM

Repurpose

karla mendelson inside City Limits
September 22, 2015, 5:26 PM

Repurpose

Phillip Cook inside City Limits
September 23, 2015, 7:28 AM

Retro/Vintage

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2. Of the options presented, which is your preferred material/color palette?

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Repurpose

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Repurpose

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Harry Emery inside City Limits
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Repurpose

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Retro/Vintage

Name not shown inside City Limits
September 11, 2015, 7:14 PM

Repurpose

Mark Lipps inside City Limits
September 11, 2015, 7:54 PM

Repurpose

Name not shown inside City Limits

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Retro/Vintage

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September 11, 2015, 8:38 PM

Repurpose

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Repurpose

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Repurpose

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Repurpose

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Repurpose

steven firshein inside City Limits
September 12, 2015, 10:52 AM

Modern

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Repurpose

Name not shown inside City Limits
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Retro/Vintage

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Repurpose

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Retro/Vintage

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Repurpose

Jessica Kellett inside City Limits
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Repurpose

Liz Myers Fatone inside City Limits
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James R Gill inside City Limits
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Repurpose

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Name not shown inside City Limits
September 17, 2015, 7:45 AM

Retro/Vintage

Name not shown inside City Limits
September 17, 2015, 2:45 PM

Retro/Vintage

Gillian Cato inside City Limits
September 18, 2015, 7:03 AM

Repurpose

Name not shown inside City Limits
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Repurpose

Name not shown inside City Limits
September 20, 2015, 3:43 AM

Repurpose

Jeanne Fratello inside City Limits
September 20, 2015, 10:44 AM

Repurpose

Name not shown inside City Limits
September 20, 2015, 12:27 PM

Repurpose

Name not shown inside City Limits
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Retro/Vintage

Name not shown inside City Limits
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Retro/Vintage

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Michelle McDonald inside City Limits
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Repurpose

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September 21, 2015, 8:52 AM

Repurpose

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Doc Weiler inside City Limits
September 21, 2015, 10:06 AM

Retro/Vintage

Nellie Ambrose inside City Limits
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Repurpose

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September 21, 2015, 7:15 PM

Repurpose

Name not shown inside City Limits
September 21, 2015, 10:28 PM

Repurpose

karla mendelson inside City Limits
September 22, 2015, 5:26 PM

Repurpose

Phillip Cook inside City Limits
September 23, 2015, 7:28 AM

Modern

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3. Please share any specific comments:

Jim Burton inside City Limits
September 11, 2015, 5:47 PM

I think re-purpose sets the right tone but the modern illustrations are better and should be incorporated. The concept of including "Beach/Surf" with Parking and Restaurants for destination North End seems inconsistent as Beach/Surf is not included under the Pier or Downtown categories. My suggestion would be to build from the idea that Sand, Surf, and Volleyball are under the Beach destination and remove Beach/Surf from under North End. Finally, Manhattan Beach Pier has one of the only permanent "surf only" zones - we could build on this uniqueness as the City looks further into it's idea of beach equipment rentals.

Name not shown inside City Limits
September 11, 2015, 5:56 PM

Don't understand usage of illustrations. Repurpose illustrations are water colors...prefer the Modern illustrations, i.e., photographs. But like Repurpose signage the best. Hope I checked the appropriate boxes to express my favorites.

Harry Emery inside City Limits
September 11, 2015, 6:09 PM

Did not understand the illustrations. Like the blues and clean lines of repurposed. Liked the imagery of modern.

Name not shown inside City Limits
September 11, 2015, 7:14 PM

It would be nice to have street signs on EVERY street!

Mark Lipps inside City Limits
September 11, 2015, 7:54 PM

I definitely like restoring the vintage street posts in the neighborhoods. Makes it feel more small town like on the streets without sidewalks. I never have understood why u would not replace those pieces of our history.

Name not shown inside City Limits
September 11, 2015, 8:11 PM

Love the illustration style

Name not shown inside City Limits
September 11, 2015, 9:05 PM

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Signage seems easier to read, looks cleaner.

Name not shown inside City Limits
September 11, 2015, 9:06 PM

I am unable to understand the concepts you are asking me to choose from. Will we put signs around MB saying "See America Arcadia Park"? That doesn't make any sense. If you are doing something else why isn't it explained. MB is quite literate and yet this presentation is all design and no words. My general position is that less signs is better than more. Please commit to taking down one sign of the same size for every new sign of whatever expensive design you put up. We have a beautiful town and signs make it uglier. Signs keep us from seeing the beauty. I really hate writing my comments in this tiny space. It is as if the city didn't really want to hear anything from it's citizens. By the way. If we are trying to preserve our small town and make it a better place to live in we don't need signs for visitors. If we are trying to trick out our town and paint it up so as to attract more and more visitors and make it a regional draw then any of these expensive choice would work.

Name not shown inside City Limits
September 12, 2015, 4:46 PM

They were all great! Thanks for the opportunity to comment.

Name not shown inside City Limits
September 13, 2015, 8:43 AM

I think this survey is confusing. For each option, you provide two slides, one with example signs and one with example illustrations. Which page goes with which question? I assume the first page goes with the second question - not a good survey design. I hope I am answering your questions correctly. I like the photos (Modern) and the blue as the background color of the signage (repurpose). Also, I am on the city elist and did not get an email requesting I take the survey. I heard about this from a friend. I wonder if this was an oversight or I just missed the email or that the survey isn't really ready yet. I suggest you redesign the survey for clarity and send out a request to respond via your elist. I can't believe this many people really choose the same for the two questions, nor that this few number of people responded. Thanks.

Name not shown inside City Limits
September 14, 2015, 4:40 PM

Need to survey where directions are really needed, so to minimize amount of signage.

Liz Myers Fatone inside City Limits
September 16, 2015, 9:18 AM

I LOVE the old school MB "posts"... I reminds me of when this was a sleepy town and I want to keep the quaintness.

James R Gill inside City Limits

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September 16, 2015, 9:05 PM

I did not understand what the illustrations style had to do with it.

Name not shown inside City Limits

September 18, 2015, 11:26 AM

The Repurpose option is easiest to see, though I imagine some people will think it's too bright or that it stands out too much. But if the idea of these signs is to help visitors who don't know what they're looking for, then they need to be this bold.

Name not shown inside City Limits

September 20, 2015, 3:43 AM

I think the white and blue color scheme from the repurposed option is more attention grabbing than the gray and orange scheme. However I'm much more in love with the retro illustrations than the water color illustrations and modern photographs offered in the presentation.

Jeanne Fratello inside City Limits

September 20, 2015, 10:44 AM

Love the nautical blue and white theme in "repurpose," especially the vertical "Manhattan Beach" sign post. Still unsure of how the watercolor-style artwork would be incorporated though?

Name not shown inside City Limits

September 20, 2015, 12:27 PM

I couldn't understand the options. But I like blue - blue says "beach". Hate "retro" re: M.B. signage (like it for birthday cards); don't understand what watercolors have to do with the beach (and I love watercolor paintings)

Name not shown inside City Limits

September 20, 2015, 1:37 PM

The watercolor illustration style could become outdated looking and the photography style just didn't look as creative and fun. I think the retro is perfect. Hope you can bring back the El Porto name and maybe play up its history of stewardess and pilot hot spot of the 50s and 70s.

Michelle McDonald inside City Limits

September 20, 2015, 2:14 PM

Like the crisp, clean, readable blue and white signs. Don't like the water color images and don't think they work with the blue and white signage.

Name not shown inside City Limits

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September 20, 2015, 4:20 PM

I do not think these are that strong of options, but if you had to choose one, I would choose the repurpose. Orange has nothing to do with MB or the beach, so it's not relevant. Blue should be a predominant color.

Name not shown inside City Limits

September 21, 2015, 8:52 AM

I like the idea of the retro, but feel like it's a trend that's going to fade.

Doc Weiler inside City Limits

September 21, 2015, 10:06 AM

There is so little left of beach life. No more single owner coffee shops or restaurants. Vintage would be refreshing.

Nellie Ambrose inside City Limits

September 21, 2015, 11:26 AM

The city needs to be careful not to disregard the community and area east of Sepulveda. If the goals as stated are truly to build a "cohesive municipal identity" then some of this signage needs to be brought to the edges of town. Let's be real, visitors are going to find the beach with or without new signs. However, if the city TRULY wants to "build awareness of the city of MB", then let's make sure we welcome them with appropriate signage at the various main entrances to town, i.e. Manhattan Beach Blvd. and Aviation.

Name not shown inside City Limits

September 21, 2015, 7:15 PM

I hope you aren't spending much on this. Please do not try to re-brand Manhattan Beach. The blue signs tie well into our current signing. I'm not sure about how the illustrations work. I don't like the watercolor art that is included in the "repurpose"- they just don't look like MB. The illustrations in the Modern group do. Use the Blue color theme with the modern pictures, and you are set! I don't think the survey allowed for my art choice! Blue color palette with the Modern art. How about some new street obelisks in the Tree Section? They are unreadable!

karla mendelson inside City Limits

September 22, 2015, 5:26 PM

Repurpose! I think we have better things to spend money on than redoing signage from scratch. (Ahem, skate park and pool). Besides, it wasn't that long ago the signs were replaced, compared to how long the previous signs lasted. As to the specific looks proposed, they're pretty enough, but given that MB is drawing more and more visitors from around the world, I wish the proposed art used simple, universal graphics that are more about clear communication than "art." That can and has been done in very cool, modern ways that would suit the trend toward more modern forms of architecture in our city. Besides, all that "art" becomes visual noise. We have too many banners, signs and junk to process as it is. And we just don't need any more. How are people

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supposed to text and drive and read all those signs anyway? (Kidding. Sort of.)

Phillip Cook inside City Limits
September 23, 2015, 7:28 AM

The vintage/retro is more fun especially for pedestrians. The modern color palette is more vibrant and noticeable. The signage should be lighted at night.