

MANHATTAN BEACH

SIGNAGE AND WAYFINDING

DESIGN INTENT—PROCESS DOCUMENTS

25 JANUARY 2016



selbert perkins design collaborative

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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. This plan outlines the communication elements required to establish a sustainable identity and memorable sense of place for the residents and visitors of the City of Manhattan Beach.

PROJECT GOALS

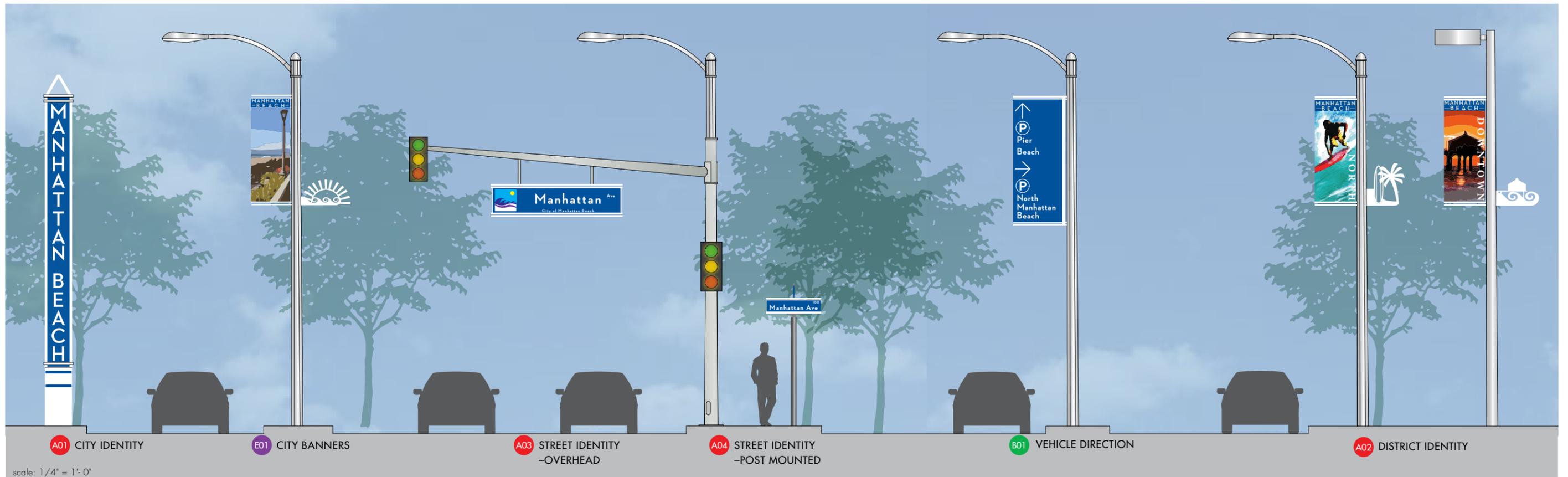
- Build awareness of Manhattan Beach and its destinations
- Preserve the small town beach character and enhance quality of life for the residents
- Create a unified visual language for all communication elements to become a coordinated and consistent wayfinding signage program
- Create a welcoming, intuitive, and positive experience for residents and visitors to easily navigate and find desired destinations
- Identify and eliminate problems with existing signage, including information gaps, confusion, redundancy and 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



The following items will be addressed during this project phase, based on feedback from the October 20, 2015 presentation to City Council.

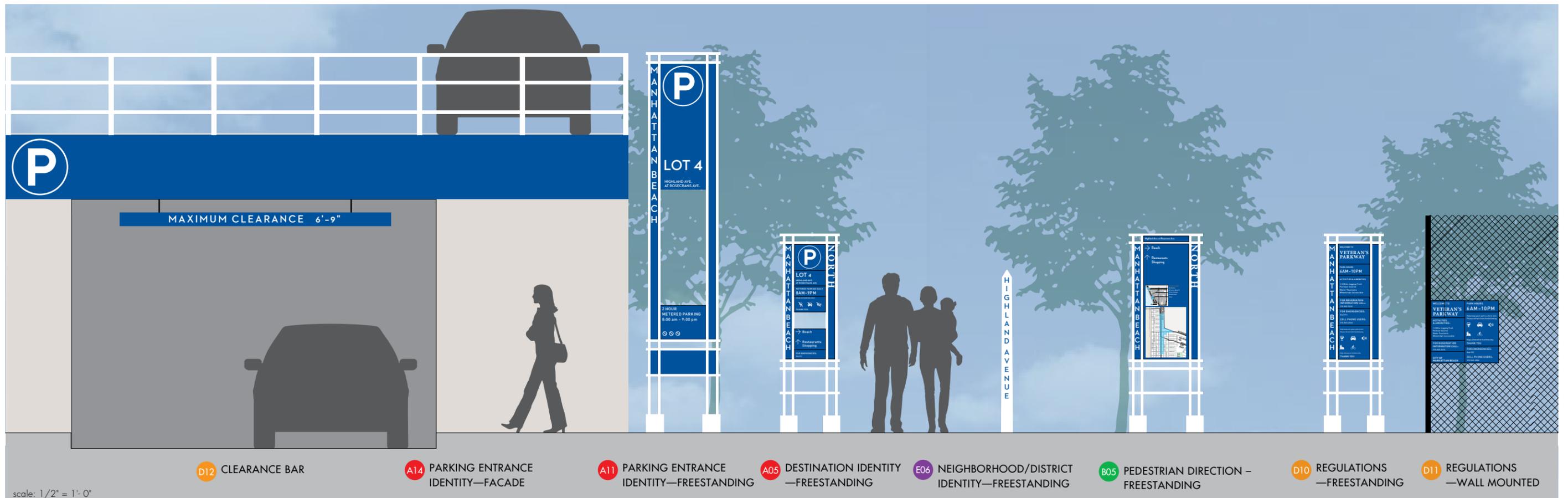
- **Develop an inventory of existing signage and wayfinding in the city.**
- **Confirm specific signage and wayfinding needs based on current inventory and city goals.**
- **Revise and refine the “Repurpose” design option, to project a simple, elegant, hometown feel that better reflects the character of the City of Manhattan Beach.**
- **Develop a refined cost estimate and project phasing plan for implementation.**
- **Preliminary design of a wayfinding map for use throughout the City of Manhattan Beach**





A01 CITY IDENTITY E01 CITY BANNERS A03 STREET IDENTITY—OVERHEAD A04 STREET IDENTITY—POST MOUNTED B01 VEHICLE DIRECTION A02 DISTRICT IDENTITY

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



D12 CLEARANCE BAR A14 PARKING ENTRANCE IDENTITY—FACADE A11 PARKING ENTRANCE IDENTITY—FREESTANDING A05 DESTINATION IDENTITY—FREESTANDING E06 NEIGHBORHOOD/DISTRICT IDENTITY—FREESTANDING B05 PEDESTRIAN DIRECTION—FREESTANDING D10 REGULATIONS—FREESTANDING D11 REGULATIONS—WALL MOUNTED

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



A04 STREET IDENTITY
—POST MOUNTED



E06 NEIGHBORHOOD/
DISTRICT IDENTITY



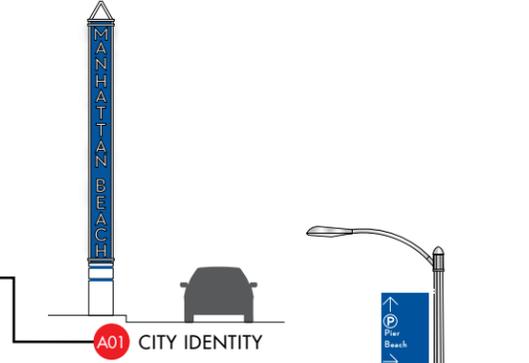
B05 PEDESTRIAN DIRECTION



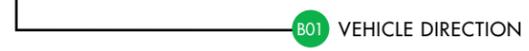
A05 DESTINATION IDENTITY



A11 PARKING ENTRANCE
IDENTITY



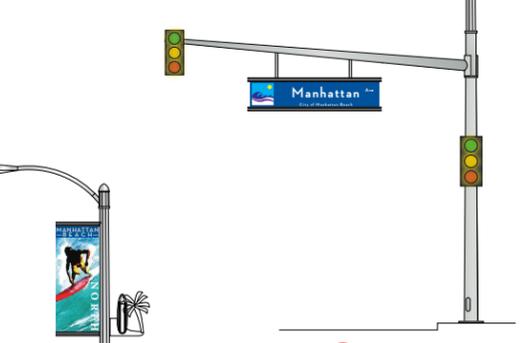
A01 CITY IDENTITY



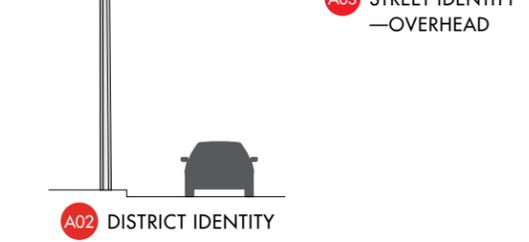
B01 VEHICLE DIRECTION



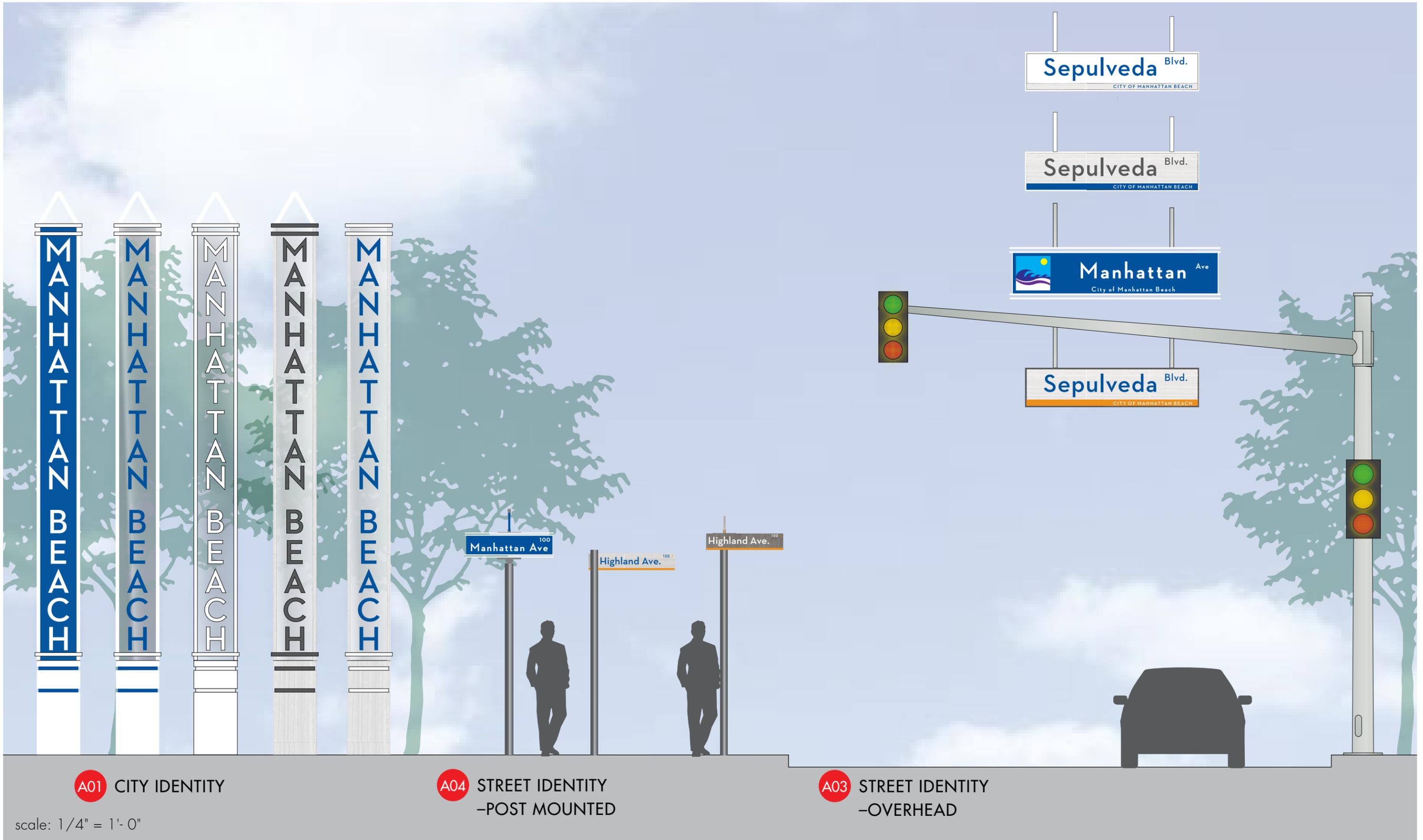
E01 CITY BANNERS



A03 STREET IDENTITY
—OVERHEAD



A02 DISTRICT IDENTITY



A01 CITY IDENTITY

A04 STREET IDENTITY
-POST MOUNTED

A03 STREET IDENTITY
-OVERHEAD

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

City of Manhattan Beach-Signage and Wayfinding Program

1/25/16

Preliminary Sign Pricing

SIGN TYPE	QUANTITY	DESCRIPTION	COMMENTS	POWER REQ.	DATA REQ.
A01: City Identity	7	4-sided, painted metal frame, Dimensional letters, internally illuminated against colored acrylic/lexan panel		X	
A02: District Identity	30	Custom, painted square tube banner poles, double sided porcelain banner signs	Final artwork TBD		
A03: Street Identity, Overhead	140	1/8" acrylic panel mounted to existing internally illuminated hanging sign holders	Schedule of names and graphics TBD		
A04: Street Identity, Post Mounted		1" aluminum box, painted; text is reflective vinyl	quantity is unknown. Please provide a price per unit		
A05: Destination ID, Freestanding	16	Painted metal frame, inset paint metal panels, vinyl or silkscreen text	Design matches D10		
A11: Parking Entrance Identity, Freestanding	15	Painted metal frame, inset paint metal panels, push through acrylic at top, internally illuminated		X	
A13: Valet identity, freestanding	3	Painted metal frame, inset paint metal panels, push through acrylic at top, internally illuminated	same as A11, D10; drawing not shown	X	
A14: Parking Entrance Identity, Façade	15	Painted façade/walls; conditions are unique for each instance	conditions vary widely, ranging from above ground lots to 2 story structures. Please provide a price/sq.ft estimate.		per sq. ft.
B01: Vehicle Direction	34	Custom, painted square tube banner poles, double sided painted metal signs, reflective vinyl text	Final messages TBD		
B05: Pedestrian Direction, Freestanding	20	Painted metal frame, inset paint metal panels, push through acrylic; hinged/locking hardware for access to internal map	Final messages TBD	X	
D10: Regulations, Freestanding	30	Painted metal frame, inset paint metal panels, vinyl or silkscreen text	Final messages TBD		
D11: Regulations, Wall/Fence mounted	30	Painted metal panels, silkscreen text/graphics, mounts to walls/fence with no visible hardware on face	Final messages TBD		
D12: Clearance Bar	10	Painted metal panel, double sided, capped ends; reflective vinyl	Final messages TBD		
E01: City Banners	60	Custom, painted square tube banner poles, double sided flag banners	Final artwork TBD		
E06: Neighborhood/District Identity—Freestanding		4-sided, painted concrete, recessed text	quantity unknown; Please provide price per unit		
E07: Neighborhood/District Identity—Pole Mounted	60	Laser cut, 1/2" painted aluminum, mounted to existing light poles	designs vary, final designs TBD		

TOTAL FOR SIGNAGE





DESCRIPTION



CITY OF
MANHATTAN BEACH



PROJECT
CITY OF MANHATTAN BEACH
SIGNAGE AND WAYFINDING

PHASE
REVISED CONCEPT DESIGN
15 JANUARY 2016

DESCRIPTION
MANHATTAN BEACH BLVD/MANHATTAN AVE

