



City of Manhattan Beach Signage and Wayfinding

June 5, 2018

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.





Actions to Date

April, 2015	Selbert Perkins retained to develop Wayfinding Signage Program
Oct 3, 2017	Selbert Perkins presents options to City Council; Beach Classic is selected
Spring, 2018	Master Plan developed; sample fabricated; presented to DPBA, North End BID, CAC and Planning Commission

Existing Signage

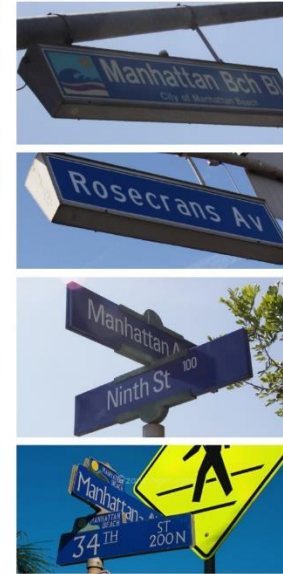
CITY IDENTITY



DISTRICT IDENTITY



STREET IDENTITY



DESTINATION IDENTITY



VEHICLE DIRECTION SIGNS



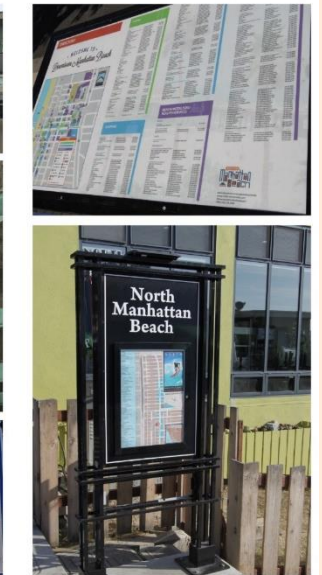
PARKING DIRECTION SIGNS



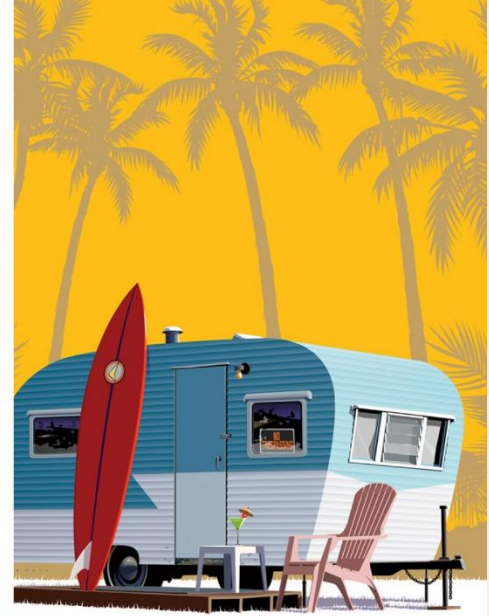
PARKING IDENTITY SIGNS



PEDESTRIAN DIRECTORY SIGNS



Inspiration: Beach Classic





Signage “Look”

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Font:
Neutraface 2

COLORS AND MATERIALS



P1

DARK GRAY
Exterior grade satin acrylic
polyurethane paint



P2

WHITE
Exterior grade satin acrylic
polyurethane paint



M1

CUSTOM WOOD PRINT
Highly durable embedded graphic onto
powder coated surface.

SYMBOLS



SUN



SEA GULLS



BEACH UMBRELLA



PALM TREE



FLIP FLOPS



FEMALE SURFER



MALE SURFER



BEACH BALL



FISH



ANCHOR



VOLLEYBALL



PIER



WAVES 1



WAVES 2



SAIL BOAT



PARKING



CITY LOGO



PEDESTRIAN



ARROW



Wayfinding Signage Representations



NOTE: Banner layouts for stylistic reference only, not for production.



IMAGE TYPE 1: ILLUSTRATION



IMAGE TYPE 2: DISTRICT OR CITY ICONS AND AMENITIES

Sign Family



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



A01 CITY IDENTITY

B06 PARKING DIRECTION

A03 STREET IDENTITY

B01 VEHICLE DIRECTION

A02 DISTRICT IDENTITY

E01 LIGHT POLE ART

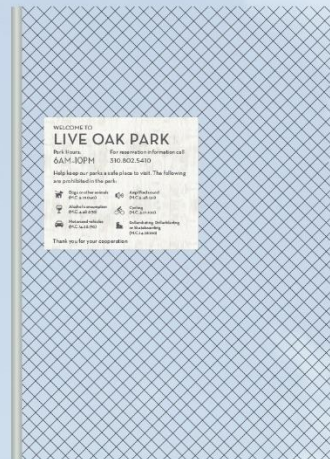
Sign Family



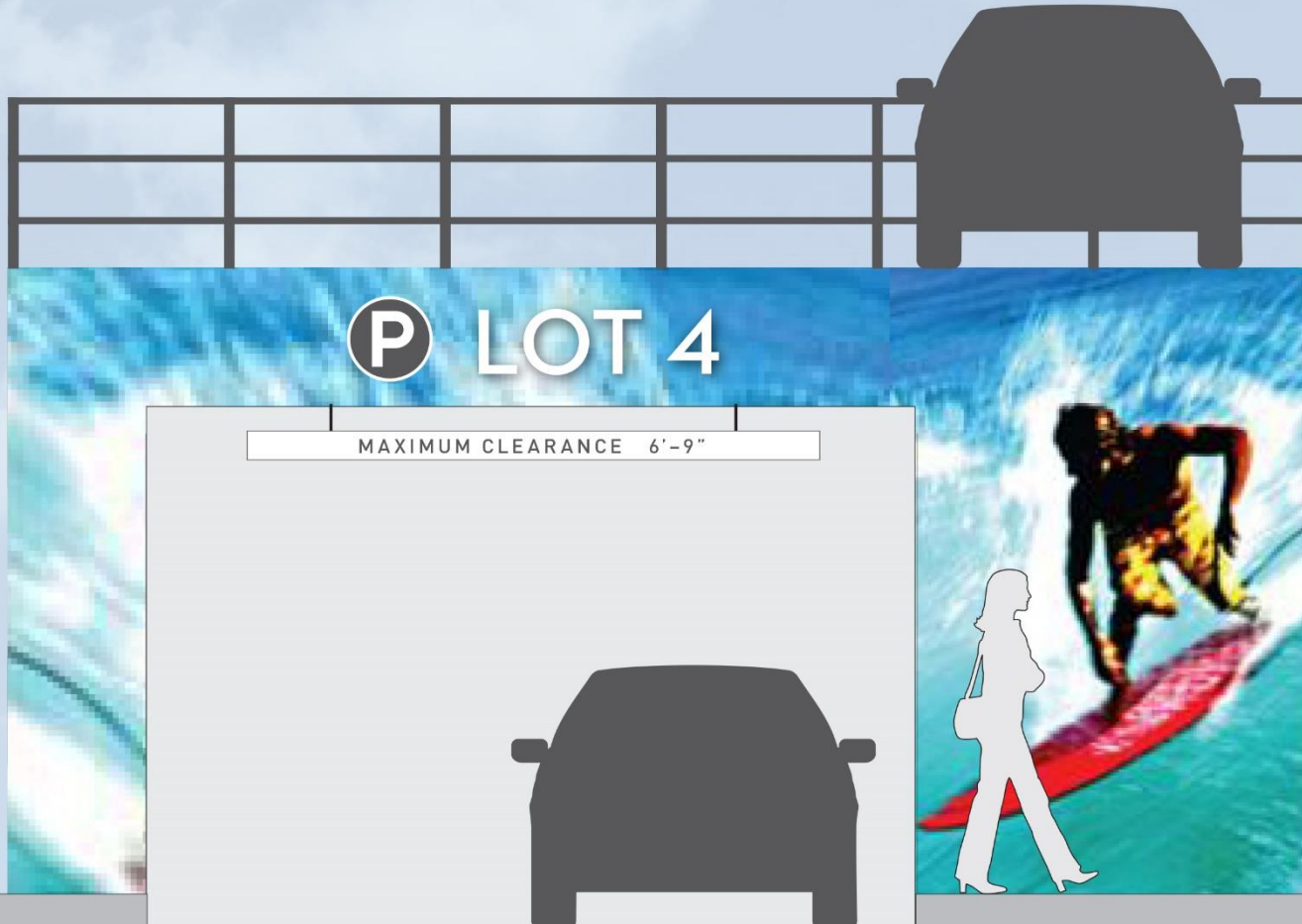
scale: 1/2" = 1'-0"



ENLARGED DETAIL



Sign Family



A14 PARKING ENTRANCE IDENTITY
FACADE



A11 PARKING ENTRANCE ID
FREESTANDING



A12 PARKING ID
POST MOUNT

Manhattan Beach Blvd. and Manhattan Ave.





Cost and Recommendation

Approximately \$880,000

- ▶ **Phase 1: \$347,184**
 - Focus on vehicle and pedestrian signage downtown, North End and key intersections
- ▶ **Phase 2: \$362,515**
 - Focus on neighborhood identity signage
- ▶ **Phase 3: \$114,983**
 - Focus on regulatory signage
- ▶ **Phase 4: \$55,103**
 - Other signage (obelisk, light poles, symbols)



Next Steps

- ▶ Receive Direction from City Council on which Phases to implement
 - Establish priority signage focus
 - Artwork and production
 - Actual cost (quotes)
 - Identification of budget/funding source
 - Timeline for implementation

Thank you!

