

City of Manhattan Beach Signage and Wayfinding Master Plan and Wayfinding Phase I Project Update

JULY 18, 2023



Wayfinding Timeline



Wayfinding Program Overview

Purpose:

To build awareness of the City of Manhattan Beach through a comprehensive identification and wayfinding system for visitors and residents

Goals:

- Preserve small town character
- Create a unified visual language
- Facilitate parking
- Eliminate sign clutter
- Design a unified and flexible system to facilitate maintenance



Phase I - Parking

Standardize and replace parking directional signs in Downtown and North Manhattan Beach.

VEHICLE DIRECTION SIGNS



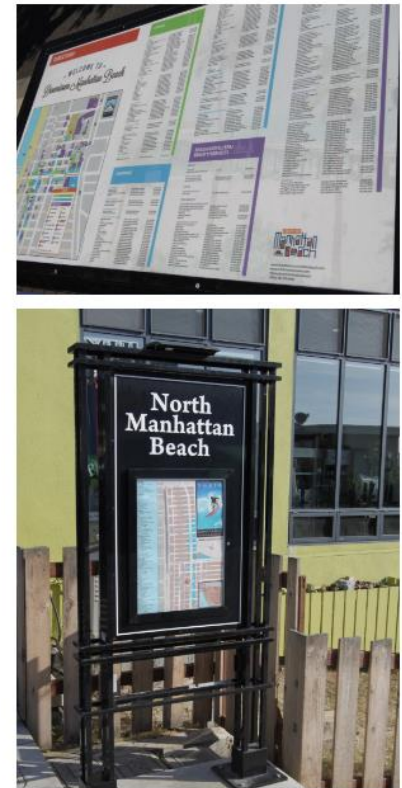
PARKING DIRECTION SIGNS



PARKING IDENTITY SIGNS



PEDESTRIAN DIRECTORY SIGNS



Future Phases – Phase 2

Identity signs

CITY IDENTITY



DISTRICT IDENTITY



STREET IDENTITY



DESTINATION IDENTITY



Future Phases – Phases 3 and 4

Phase 3 – Regulation

Phase 4 – Amenities

PUBLIC TRANSPORTATION



CITY REGULATION SIGNS



AMENITIES



PUBLIC ART



CITY OF
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SIGNAGE AND WAYFINDING MASTER PLAN
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Updates to Master Plan

- Alternative font and logo for street signs
- Replace Pier symbol for brand consistency
- Inclusion of business district directory signs
- Inclusion of two sided street name signs



Alternate Font for Street Names

FONT ALTERNATIVE POST-MOUNTED & OVERHEAD STREET SIGNS ONLY

PROPOSED FONT

Futura PT Cond Medium

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

123456789

MANHATTAN BEACH BRAND FONT

Spartan MB

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

123456789



Alternate Font for Street Names

Existing Sign



Approved Font



Installed Sign

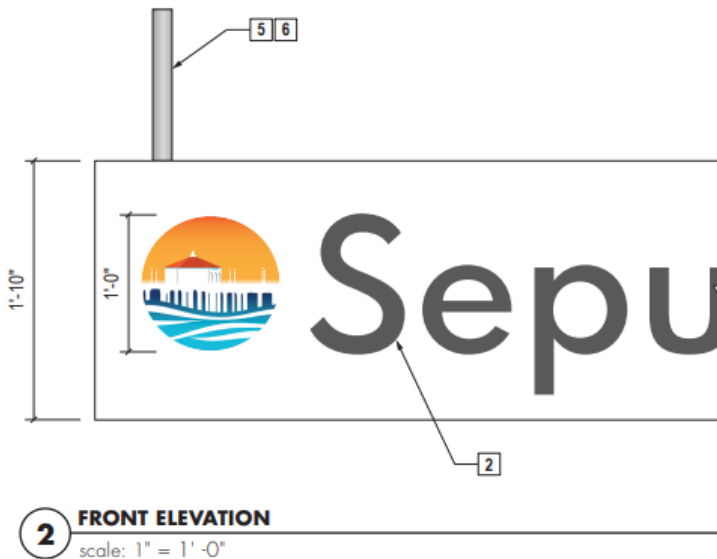


Recommended Font



Logo on Street Name Signs

- Updated City Mark on Street Signs
 - Black circle added around City Mark
 - Manhattan Beach added to logo design



Approved Logo



Recommended Logo



Pier Symbol Replacement



Symbol to be deleted

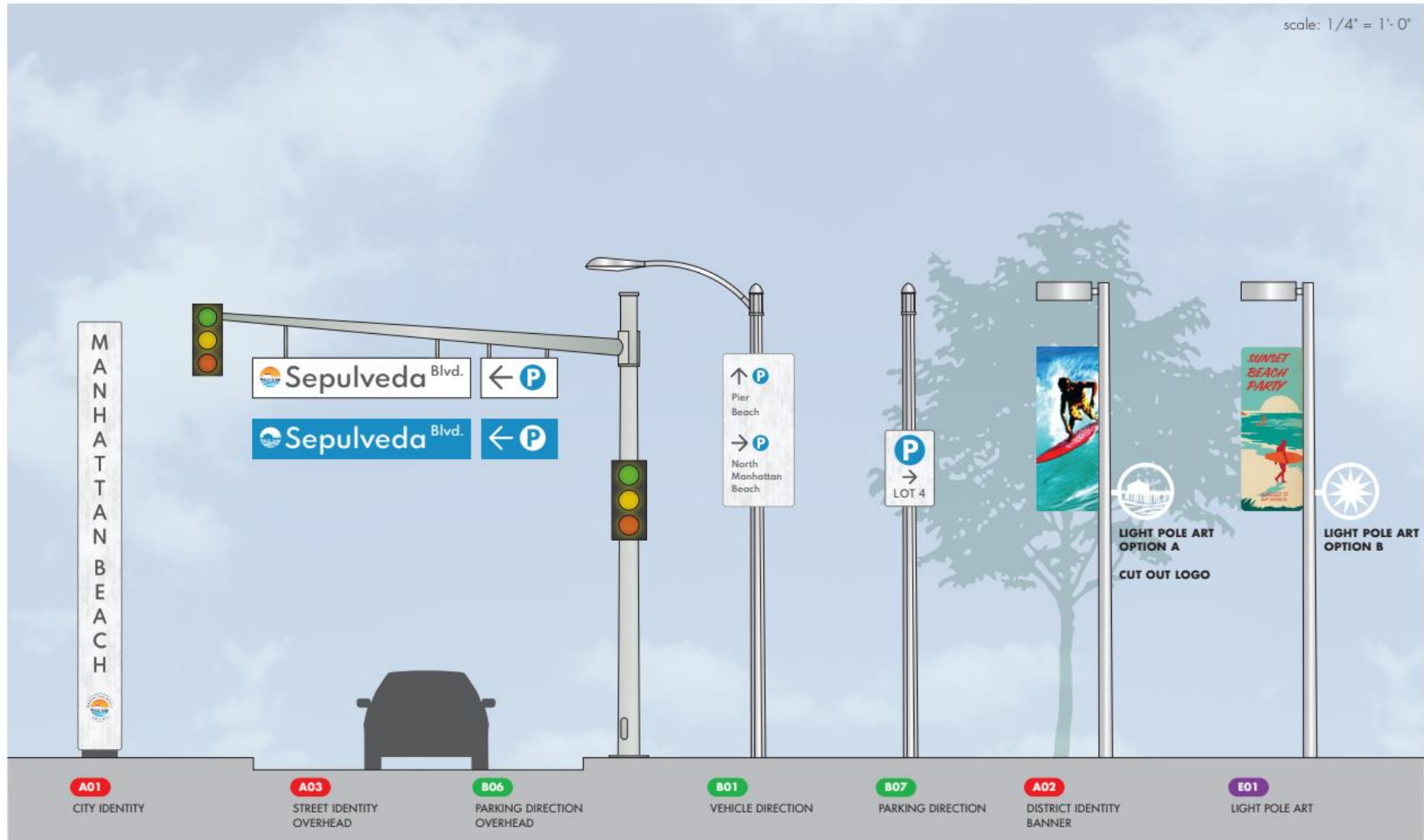


Replacement Symbol

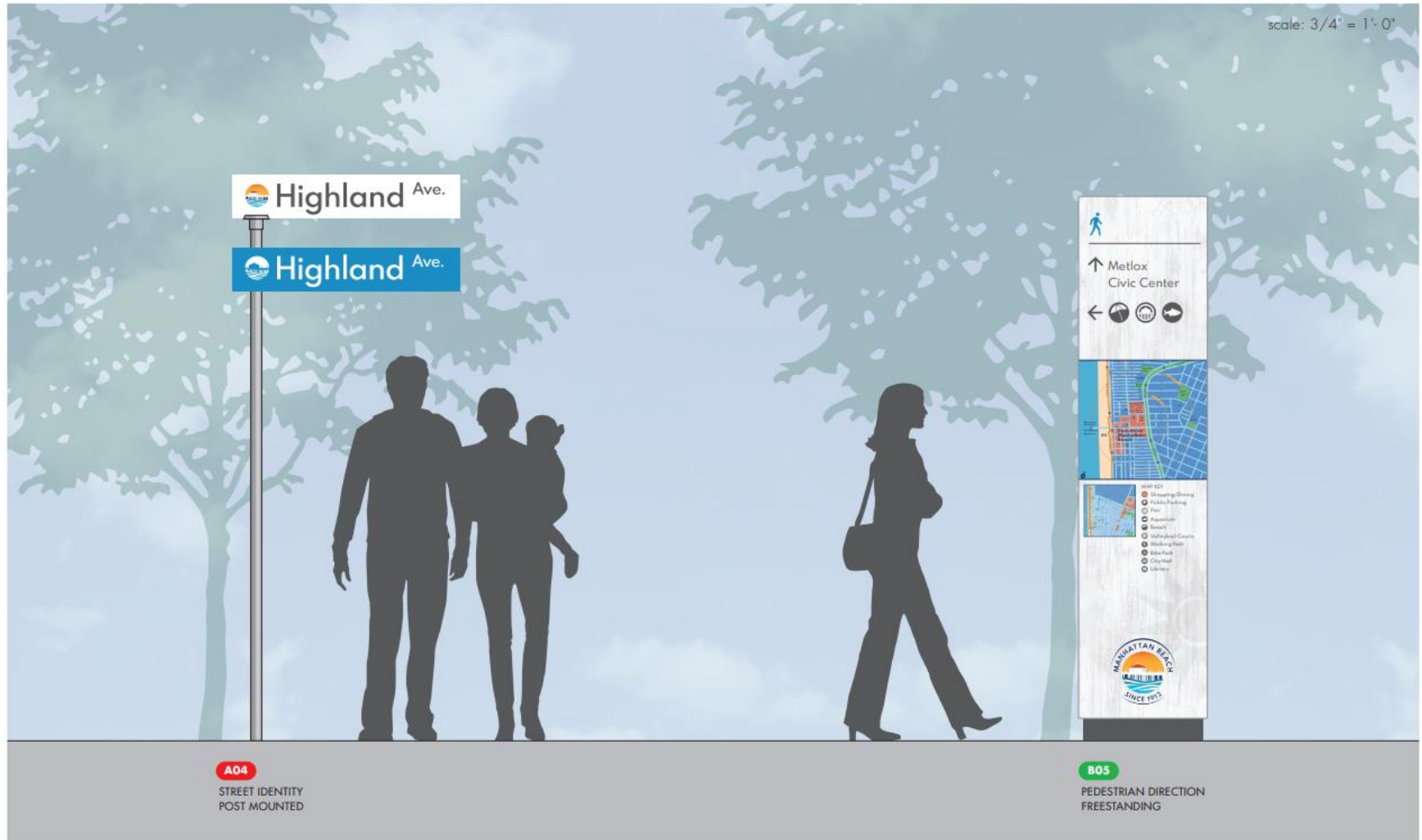


Street Identity Signs

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

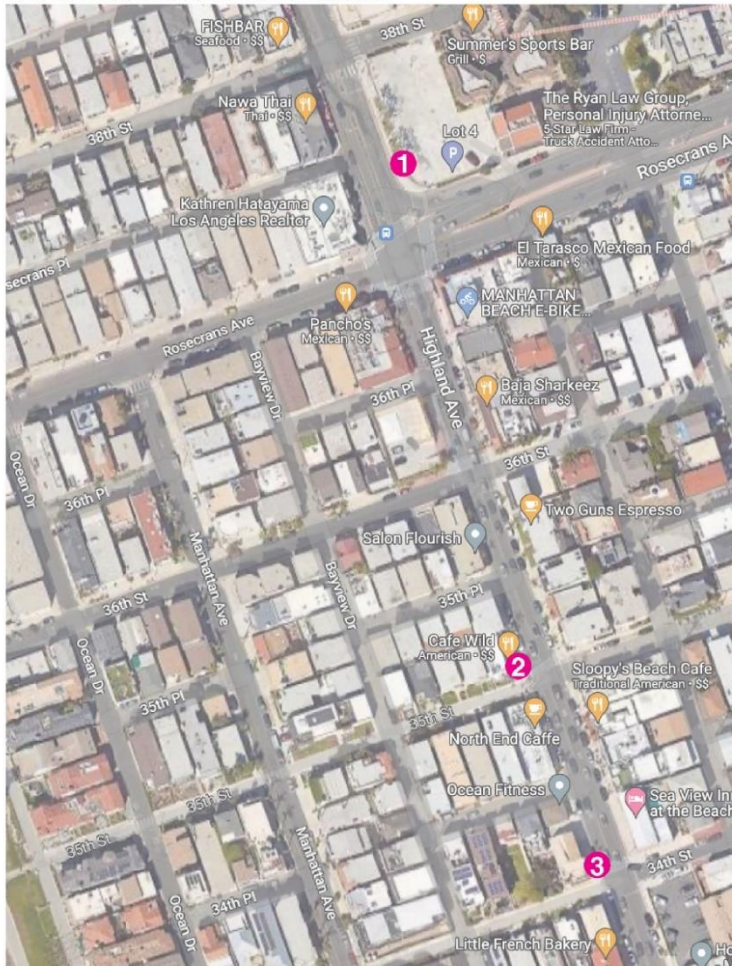


Street Identity and Directory Signs



North MB Directories

MAP OF BUSINESS DIRECTORY LOCATIONS



LOCATION 1



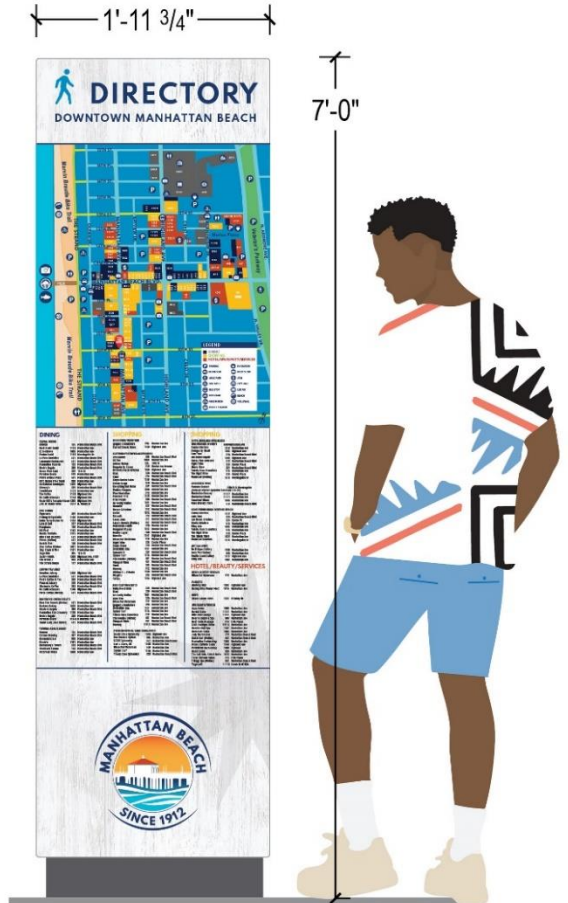
LOCATION 2



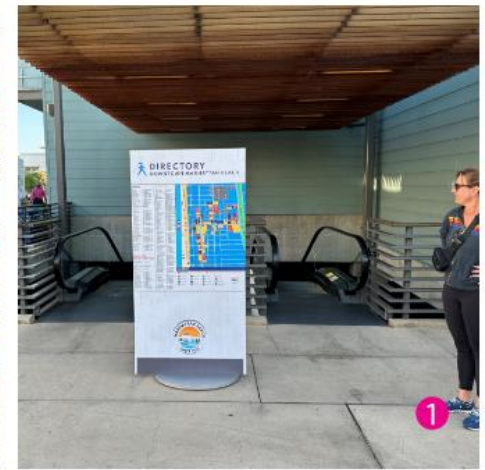
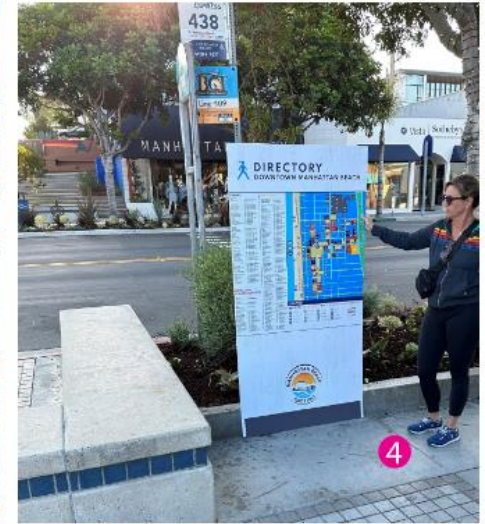
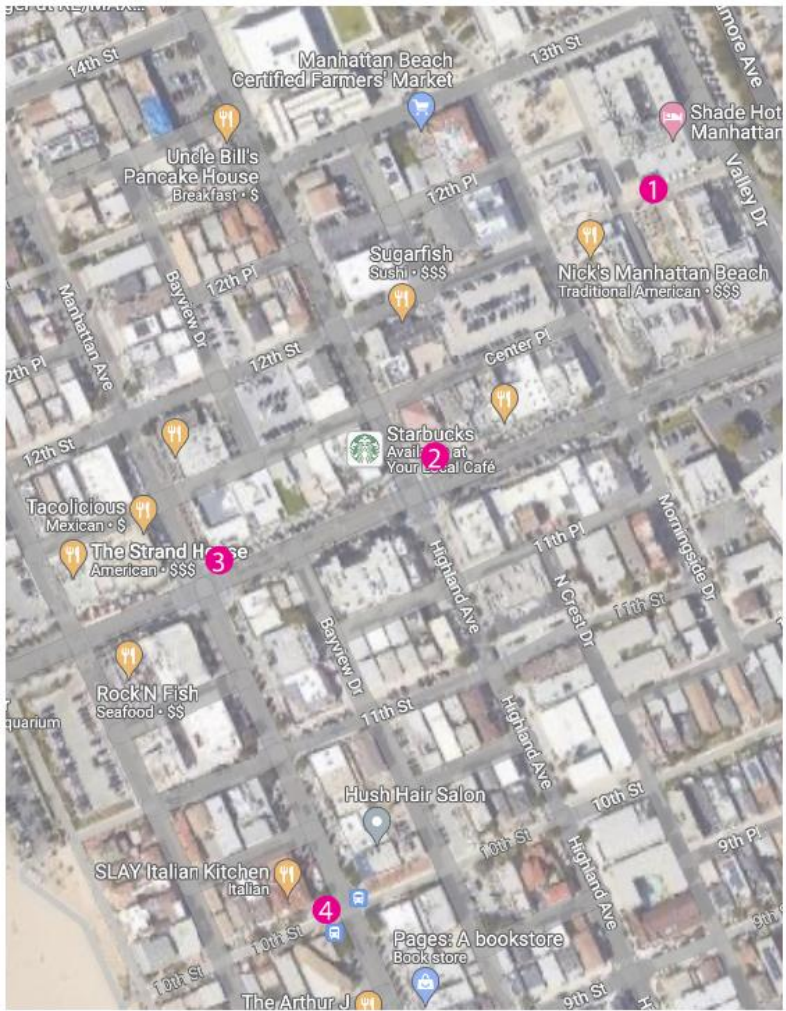
LOCATION 3



BUSINESS DIRECTORY SIGNAGE



Downtown Directories



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Street Sign Lighting

- Overhead street signs located at signalized intersections on major streets will be internally illuminated with LED lighting.
- Local street signs will be created with highly reflective materials only.



Phase I Constructability Review



Wayfinding Phase I Status

- Constructability review findings:
 - Signs on parking structures and streetlight poles require a new structural analysis
 - Multiple sign location adjustments are recommended in order to fit existing conditions
- Anticipate returning to Council in Fall 2023 with updated locations and a request to proceed with bidding and construction.



Recommendations

- Consider revisions to the Signage and Wayfinding Master Plan (Master Plan) and Wayfinding Phase I Vehicle, Parking and Pedestrian Sign Improvement Project; and
- Determination that this activity is not a “Project” as defined under Section 15378 of the State CEQA Guidelines.

