

Community Identity and Directional Signage (Wayfinding)

Please share your thoughts about Community Identity and Directional Signage (Wayfinding) in Manhattan Beach.

All On Forum Responses sorted chronologically

As of September 23, 2015, 11:36 AM



As with any public comment process, participation in Open City Hall is voluntary. The responses in this record are not necessarily representative of the whole population, nor do they reflect the opinions of any government agency or elected officials.

Community Identity and Directional Signage (Wayfinding)

Please share your thoughts about Community Identity and Directional Signage (Wayfinding) in Manhattan Beach.

Introduction

PURPOSE

The City of Manhattan Beach has set a goal to create a cohesive municipal identity and distinct sense of place within our borders. Paramount in reaching this goal is the creation of a civic identification and wayfinding system to define and direct residents and visitors using our public spaces.

WAYFINDING

Wayfinding is a system of elements that provides identity, information, and direction, to help people navigate and experience the Manhattan Beach destinations and environments. Signs, landmarks, public art, and technology are integrated to guide people from place to place and encourage a better appreciation for public resources, spaces, and the community.

YOUR PARTICIPATION

A comprehensive wayfinding system requires a thorough understanding of the City's assets as well as areas that need improvement. Please help us gain a big-picture view of wayfinding in Manhattan Beach by completing the following questionnaire. We encourage—and value—your input.

Thank You.

Community Identity and Directional Signage (Wayfinding)

Please share your thoughts about Community Identity and Directional Signage (Wayfinding) in Manhattan Beach.

As of September 23, 2015, 11:36 AM, this forum had:

Attendees: 191

On Forum Responses: 21

Hours of Public Comment: 1.4

This topic started on June 17, 2015, 2:15 PM.

This topic ended on August 28, 2015, 8:41 AM.

Community Identity and Directional Signage (Wayfinding)

Please share your thoughts about Community Identity and Directional Signage (Wayfinding) in Manhattan Beach.

Responses

What are the top 5 destinations in Manhattan Beach (please select 5):

| | | % | Count |
|-----------------------|---|-------|-------|
| Pier |  | 85.7% | 18 |
| Beach |  | 81.0% | 17 |
| Downtown |  | 76.2% | 16 |
| Civic Center |  | 4.8% | 1 |
| Parks |  | 23.8% | 5 |
| North Manhattan Beach |  | 9.5% | 2 |
| Village Mall |  | 33.3% | 7 |
| Metlox Center |  | 38.1% | 8 |
| Farmer's Market |  | 4.8% | 1 |
| Library |  | 19.0% | 4 |
| Aquarium/Round House |  | 14.3% | 3 |
| Restaurants |  | 61.9% | 13 |
| Other |  | 23.8% | 5 |

What are the top three factors that will create a great visitor experience for Manhattan Beach (please select 3):

| | | % | Count |
|--|---|-------|-------|
| Welcome Signs |  | 4.8% | 1 |
| Clear Directional Signage (wayfinding) |  | 47.6% | 10 |
| Maps |  | 4.8% | 1 |
| Easy Parking |  | 71.4% | 15 |
| Streetscape Improvements |  | 28.6% | 6 |

Community Identity and Directional Signage (Wayfinding)

Please share your thoughts about Community Identity and Directional Signage (Wayfinding) in Manhattan Beach.

| | | % | Count |
|-------------------------------|---|-------|-------|
| Events |  | 19.0% | 4 |
| Public Art |  | 14.3% | 3 |
| Biking and Walking Facilities |  | 47.6% | 10 |
| Public Transportation Options |  | 23.8% | 5 |
| Other |  | 28.6% | 6 |

What wayfinding elements are most helpful?

Website Directions

| | | % | Count |
|--------------|---|-------|-------|
| Not helpful |  | 4.8% | 1 |
| Neutral |  | 33.3% | 7 |
| Most helpful |  | 33.3% | 7 |

City Identity Signs

| | | % | Count |
|--------------|---|-------|-------|
| Not helpful |  | 14.3% | 3 |
| Neutral |  | 28.6% | 6 |
| Most helpful |  | 23.8% | 5 |

District/Destination Identity Signs

| | | % | Count |
|--------------|---|-------|-------|
| Not helpful |  | 9.5% | 2 |
| Neutral |  | 23.8% | 5 |
| Most helpful |  | 38.1% | 8 |

District/Destination Directional Signs

Community Identity and Directional Signage (Wayfinding)

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| | | % | Count |
|--------------|---|-------|-------|
| Not helpful |  | 9.5% | 2 |
| Neutral |  | 14.3% | 3 |
| Most helpful |  | 42.9% | 9 |

Public Parking Signs

| | | % | Count |
|--------------|---|--------|-------|
| Most helpful |  | 100.0% | 21 |

Pedestrian Maps

| | | % | Count |
|--------------|---|-------|-------|
| Not helpful |  | 4.8% | 1 |
| Neutral |  | 28.6% | 6 |
| Most helpful |  | 42.9% | 9 |

Mobile Applications

| | | % | Count |
|--------------|---|-------|-------|
| Neutral |  | 38.1% | 8 |
| Most helpful |  | 33.3% | 7 |

What stories stand out to you as important in the history of Manhattan Beach?

| | | % | Count |
|---|---|-------|-------|
| Pier |  | 75.0% | 15 |
| Railway |  | 35.0% | 7 |
| Sports events (volleyball, cycling, surf) |  | 70.0% | 14 |
| City Founders |  | 10.0% | 2 |

Community Identity and Directional Signage (Wayfinding)

Please share your thoughts about Community Identity and Directional Signage (Wayfinding) in Manhattan Beach.

| | | % | Count |
|----------------|---|-------|-------|
| City Landmarks |  | 20.0% | 4 |
| Beach Life |  | 75.0% | 15 |
| Other |  | 20.0% | 4 |

What key words and images best describe Manhattan Beach?

Answered 17

Skipped 4

- active all **beach** beautiful casual clean **community** family
friendly fun good hometown | **need ocean** park **pier safe** seagulls shopping
strand surfers surfing timeless today **upscale** very vibrant **volleyball**

What are the top 5 destinations in Manhattan Beach (please select 5):

Phillip Cook inside City Limits
June 17, 2015, 3:35 PM

Pier
Beach
Downtown
Village Mall
Restaurants

Robert Fieselman inside City Limits
June 17, 2015, 3:38 PM

Pier
Beach
Downtown
Metlox Center
Restaurants

Sherri Roman inside City Limits
June 17, 2015, 3:59 PM

Community Identity and Directional Signage (Wayfinding)

Please share your thoughts about Community Identity and Directional Signage (Wayfinding) in Manhattan Beach.

Pier
Beach
Civic Center
North Manhattan Beach
Restaurants

Name not shown inside City Limits
June 17, 2015, 4:52 PM

Pier
Parks
Village Mall
Restaurants
Other - Mira Costa High

Name not shown inside City Limits
June 17, 2015, 5:00 PM

Pier
Beach
Downtown
Village Mall
Restaurants

Name not shown inside City Limits
June 17, 2015, 6:11 PM

Pier
Beach
Other - Friends and relatives visiting my home

Name not shown inside City Limits
June 17, 2015, 7:26 PM

Pier
Beach
Downtown
Metlox Center
Library

Amanda Rose inside City Limits
June 18, 2015, 8:34 PM

Pier

Community Identity and Directional Signage (Wayfinding)

Please share your thoughts about Community Identity and Directional Signage (Wayfinding) in Manhattan Beach.

Downtown
Parks
Village Mall
Restaurants

Name not shown inside City Limits
June 24, 2015, 10:14 AM

Pier
Beach
Downtown
Farmer's Market
Restaurants

Name not shown inside City Limits
July 8, 2015, 8:53 PM

Pier
Beach
Downtown
Village Mall
Restaurants

Michael Dean inside City Limits
July 19, 2015, 11:12 AM

Beach
Downtown
Other - Some sites listed are so near each other that very few signs should be considered.

Name not shown inside City Limits
July 20, 2015, 8:34 AM

Pier
Downtown
Metlox Center
Library
Aquarium/Round House

Tom Allard inside City Limits
July 23, 2015, 4:03 PM

Downtown
Parks

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Restaurants

Other - Joslyn Community Center for Older Adult Programs

Name not shown outside City Limits

July 23, 2015, 6:03 PM

Pier

Beach

Downtown

Parks

Village Mall

Name not shown inside City Limits

July 25, 2015, 4:24 PM

Pier

Beach

North Manhattan Beach

Metlox Center

Library

Name not shown inside City Limits

July 29, 2015, 2:50 PM

Pier

Beach

Downtown

Aquarium/Round House

Restaurants

Name not shown inside City Limits

July 29, 2015, 4:54 PM

Pier

Beach

Downtown

Parks

Metlox Center

Name not shown inside City Limits

July 30, 2015, 7:43 AM

Pier

Beach

Community Identity and Directional Signage (Wayfinding)

Please share your thoughts about Community Identity and Directional Signage (Wayfinding) in Manhattan Beach.

Downtown
Metlox Center
Restaurants

Name not shown inside City Limits
August 4, 2015, 12:50 AM

Pier
Beach
Downtown
Metlox Center
Aquarium/Round House

Name not shown inside City Limits
August 9, 2015, 8:34 PM

Beach
Village Mall
Library
Restaurants
Other - Target

Name not shown inside City Limits
August 18, 2015, 8:07 AM

Pier
Beach
Downtown
Metlox Center
Restaurants

Community Identity and Directional Signage (Wayfinding)

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What are the top three factors that will create a great visitor experience for Manhattan Beach (please select 3):

Phillip Cook inside City Limits
June 17, 2015, 3:35 PM

Easy Parking
Events
Public Transportation Options

Robert Fieselman inside City Limits
June 17, 2015, 3:38 PM

Clear Directional Signage (wayfinding)
Public Transportation Options
Other - Short term rentals close to the beach and town

Sherri Roman inside City Limits
June 17, 2015, 3:59 PM

Clear Directional Signage (wayfinding)
Easy Parking
Biking and Walking Facilities

Name not shown inside City Limits
June 17, 2015, 4:52 PM

Clear Directional Signage (wayfinding)
Easy Parking
Other - Lower parking meter fees and fewer parking tickets

Name not shown inside City Limits
June 17, 2015, 5:00 PM

Clear Directional Signage (wayfinding)
Easy Parking
Streetscape Improvements

Name not shown inside City Limits
June 17, 2015, 6:11 PM

Easy Parking
Other - restaurants and bars

Community Identity and Directional Signage (Wayfinding)

Please share your thoughts about Community Identity and Directional Signage (Wayfinding) in Manhattan Beach.

Name not shown inside City Limits
June 17, 2015, 7:26 PM

Clear Directional Signage (wayfinding)
Easy Parking
Biking and Walking Facilities

Amanda Rose inside City Limits
June 18, 2015, 8:34 PM

Streetscape Improvements
Public Art
Public Transportation Options

Name not shown inside City Limits
June 24, 2015, 10:14 AM

Clear Directional Signage (wayfinding)
Easy Parking
Streetscape Improvements

Name not shown inside City Limits
July 8, 2015, 8:53 PM

Easy Parking
Streetscape Improvements
Biking and Walking Facilities

Michael Dean inside City Limits
July 19, 2015, 11:12 AM

Easy Parking
Public Art
Biking and Walking Facilities

Name not shown inside City Limits
July 20, 2015, 8:34 AM

Welcome Signs
Clear Directional Signage (wayfinding)
Biking and Walking Facilities

Tom Allard inside City Limits
July 23, 2015, 4:03 PM

Community Identity and Directional Signage (Wayfinding)

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Clear Directional Signage (wayfinding)
Easy Parking
Other - more Senior Only permitted parking

Name not shown outside City Limits
July 23, 2015, 6:03 PM

Easy Parking
Events

Name not shown inside City Limits
July 25, 2015, 4:24 PM

Easy Parking
Biking and Walking Facilities
Other - Traffic management at major intersections, especially Friday night through Sunday.

Name not shown inside City Limits
July 29, 2015, 2:50 PM

Clear Directional Signage (wayfinding)
Easy Parking
Events

Name not shown inside City Limits
July 29, 2015, 4:54 PM

Clear Directional Signage (wayfinding)
Maps
Easy Parking

Name not shown inside City Limits
July 30, 2015, 7:43 AM

Easy Parking
Streetscape Improvements
Biking and Walking Facilities

Name not shown inside City Limits
August 4, 2015, 12:50 AM

Events
Biking and Walking Facilities
Public Transportation Options

Community Identity and Directional Signage (Wayfinding)

Please share your thoughts about Community Identity and Directional Signage (Wayfinding) in Manhattan Beach.

Name not shown inside City Limits

August 9, 2015, 8:34 PM

Biking and Walking Facilities

Public Transportation Options

Other - Widen sidewalks on MBB between Pier & Pit-fire Pizza, pick up trash downtown more often, and start an electric minibus shuttling people between Manhattan Village, Target, Costa, and The Pier during summer months.

Name not shown inside City Limits

August 18, 2015, 8:07 AM

Streetscape Improvements

Public Art

Biking and Walking Facilities

Community Identity and Directional Signage (Wayfinding)

Please share your thoughts about Community Identity and Directional Signage (Wayfinding) in Manhattan Beach.

What wayfinding elements are most helpful?

Phillip Cook inside City Limits
June 17, 2015, 3:35 PM

City Identity Signs: Most helpful
Public Parking Signs: Most helpful
Pedestrian Maps: Most helpful

Robert Fieselman inside City Limits
June 17, 2015, 3:38 PM

Website Directions: Most helpful
Public Parking Signs: Most helpful
Mobile Applications: Most helpful

Sherri Roman inside City Limits
June 17, 2015, 3:59 PM

Public Parking Signs: Most helpful
Pedestrian Maps: Most helpful
Mobile Applications: Most helpful

Name not shown inside City Limits
June 17, 2015, 4:52 PM

Website Directions: Most helpful
City Identity Signs: Not helpful
District/Destination Identity Signs: Not helpful
District/Destination Directional Signs: Not helpful
Public Parking Signs: Most helpful
Pedestrian Maps: Neutral
Mobile Applications: Neutral

Name not shown inside City Limits
June 17, 2015, 5:00 PM

Website Directions: Most helpful
City Identity Signs: Most helpful
District/Destination Identity Signs: Most helpful
District/Destination Directional Signs: Most helpful
Public Parking Signs: Most helpful
Pedestrian Maps: Most helpful
Mobile Applications: Most helpful

Community Identity and Directional Signage (Wayfinding)

Please share your thoughts about Community Identity and Directional Signage (Wayfinding) in Manhattan Beach.

Name not shown inside City Limits
June 17, 2015, 6:11 PM

Website Directions: Most helpful
Public Parking Signs: Most helpful
Mobile Applications: Most helpful

Name not shown inside City Limits
June 17, 2015, 7:26 PM

Website Directions: Most helpful
City Identity Signs: Most helpful
District/Destination Identity Signs: Neutral
District/Destination Directional Signs: Neutral
Public Parking Signs: Most helpful
Pedestrian Maps: Most helpful
Mobile Applications: Neutral

Amanda Rose inside City Limits
June 18, 2015, 8:34 PM

Website Directions: Neutral
City Identity Signs: Not helpful
District/Destination Identity Signs: Neutral
Public Parking Signs: Most helpful
Pedestrian Maps: Most helpful
Mobile Applications: Neutral

Name not shown inside City Limits
June 24, 2015, 10:14 AM

Website Directions: Neutral
City Identity Signs: Most helpful
District/Destination Identity Signs: Most helpful
District/Destination Directional Signs: Most helpful
Public Parking Signs: Most helpful
Pedestrian Maps: Neutral

Name not shown inside City Limits
July 8, 2015, 8:53 PM

Website Directions: Not helpful
City Identity Signs: Neutral
District/Destination Identity Signs: Neutral
District/Destination Directional Signs: Most helpful

Community Identity and Directional Signage (Wayfinding)

Please share your thoughts about Community Identity and Directional Signage (Wayfinding) in Manhattan Beach.

Public Parking Signs: Most helpful
Pedestrian Maps: Neutral
Mobile Applications: Neutral

Michael Dean inside City Limits
July 19, 2015, 11:12 AM

Public Parking Signs: Most helpful
Pedestrian Maps: Most helpful
Mobile Applications: Most helpful

Name not shown inside City Limits
July 20, 2015, 8:34 AM

Website Directions: Neutral
City Identity Signs: Most helpful
District/Destination Identity Signs: Most helpful
District/Destination Directional Signs: Most helpful
Public Parking Signs: Most helpful
Pedestrian Maps: Most helpful
Mobile Applications: Neutral

Tom Allard inside City Limits
July 23, 2015, 4:03 PM

Public Parking Signs: Most helpful
Pedestrian Maps: Most helpful

Name not shown outside City Limits
July 23, 2015, 6:03 PM

Website Directions: Neutral
City Identity Signs: Neutral
District/Destination Identity Signs: Neutral
District/Destination Directional Signs: Most helpful
Public Parking Signs: Most helpful

Name not shown inside City Limits
July 25, 2015, 4:24 PM

Website Directions: Neutral
City Identity Signs: Neutral
District/Destination Identity Signs: Neutral
District/Destination Directional Signs: Neutral

Community Identity and Directional Signage (Wayfinding)

Please share your thoughts about Community Identity and Directional Signage (Wayfinding) in Manhattan Beach.

Public Parking Signs: Most helpful
Pedestrian Maps: Neutral
Mobile Applications: Most helpful

Name not shown inside City Limits
July 29, 2015, 2:50 PM

Website Directions: Neutral
City Identity Signs: Neutral
District/Destination Identity Signs: Most helpful
District/Destination Directional Signs: Most helpful
Public Parking Signs: Most helpful
Pedestrian Maps: Neutral
Mobile Applications: Most helpful

Name not shown inside City Limits
July 29, 2015, 4:54 PM

Website Directions: Most helpful
City Identity Signs: Neutral
District/Destination Identity Signs: Most helpful
District/Destination Directional Signs: Neutral
Public Parking Signs: Most helpful
Pedestrian Maps: Most helpful
Mobile Applications: Neutral

Name not shown inside City Limits
July 30, 2015, 7:43 AM

District/Destination Identity Signs: Most helpful
District/Destination Directional Signs: Most helpful
Public Parking Signs: Most helpful

Name not shown inside City Limits
August 4, 2015, 12:50 AM

District/Destination Identity Signs: Most helpful
District/Destination Directional Signs: Most helpful
Public Parking Signs: Most helpful

Name not shown inside City Limits
August 9, 2015, 8:34 PM

Website Directions: Neutral

Community Identity and Directional Signage (Wayfinding)

Please share your thoughts about Community Identity and Directional Signage (Wayfinding) in Manhattan Beach.

City Identity Signs: Neutral
District/Destination Identity Signs: Most helpful
District/Destination Directional Signs: Most helpful
Public Parking Signs: Most helpful
Pedestrian Maps: Neutral
Mobile Applications: Neutral

Name not shown inside City Limits
August 18, 2015, 8:07 AM

Website Directions: Most helpful
City Identity Signs: Not helpful
District/Destination Identity Signs: Not helpful
District/Destination Directional Signs: Not helpful
Public Parking Signs: Most helpful
Pedestrian Maps: Not helpful
Mobile Applications: Neutral

Community Identity and Directional Signage (Wayfinding)

Please share your thoughts about Community Identity and Directional Signage (Wayfinding) in Manhattan Beach.

What stories stand out to you as important in the history of Manhattan Beach?

Phillip Cook inside City Limits

June 17, 2015, 3:35 PM

Pier

Sports events (volleyball, cycling, surf)

Beach Life

Robert Fieselman inside City Limits

June 17, 2015, 3:38 PM

Railway

Sports events (volleyball, cycling, surf)

City Founders

Name not shown inside City Limits

June 17, 2015, 4:52 PM

Pier

Railway

Beach Life

Other - Sand dunes and beach development history

Name not shown inside City Limits

June 17, 2015, 5:00 PM

Pier

Railway

Sports events (volleyball, cycling, surf)

Beach Life

Other - Wildlife such as dolphins, sand crabs, seagulls, pelicans and shorebirds

Name not shown inside City Limits

June 17, 2015, 6:11 PM

Pier

Sports events (volleyball, cycling, surf)

Beach Life

Name not shown inside City Limits

June 17, 2015, 7:26 PM

Pier

Community Identity and Directional Signage (Wayfinding)

Please share your thoughts about Community Identity and Directional Signage (Wayfinding) in Manhattan Beach.

Railway
Sports events (volleyball, cycling, surf)
Beach Life

Amanda Rose inside City Limits
June 18, 2015, 8:34 PM

Railway
City Landmarks
Other - The history of Beach Life.. this has been a beach destination since 1900 or so.

Name not shown inside City Limits
June 24, 2015, 10:14 AM

Pier
Sports events (volleyball, cycling, surf)
Beach Life

Name not shown inside City Limits
July 8, 2015, 8:53 PM

Pier
Railway
Beach Life

Michael Dean inside City Limits
July 19, 2015, 11:12 AM

Beach Life

Name not shown inside City Limits
July 20, 2015, 8:34 AM

Pier
Railway
City Founders
City Landmarks

Tom Allard inside City Limits
July 23, 2015, 4:03 PM

Pier
Sports events (volleyball, cycling, surf)
Beach Life

Community Identity and Directional Signage (Wayfinding)

Please share your thoughts about Community Identity and Directional Signage (Wayfinding) in Manhattan Beach.

Name not shown outside City Limits
July 23, 2015, 6:03 PM

Pier
Sports events (volleyball, cycling, surf)
Beach Life

Name not shown inside City Limits
July 25, 2015, 4:24 PM

Pier
Sports events (volleyball, cycling, surf)
City Landmarks

Name not shown inside City Limits
July 29, 2015, 2:50 PM

Pier
Sports events (volleyball, cycling, surf)

Name not shown inside City Limits
July 29, 2015, 4:54 PM

Pier
City Landmarks
Beach Life

Name not shown inside City Limits
July 30, 2015, 7:43 AM

Pier
Sports events (volleyball, cycling, surf)
Beach Life

Name not shown inside City Limits
August 4, 2015, 12:50 AM

Pier
Sports events (volleyball, cycling, surf)
Beach Life

Name not shown inside City Limits
August 9, 2015, 8:34 PM

Sports events (volleyball, cycling, surf)

Community Identity and Directional Signage (Wayfinding)

Please share your thoughts about Community Identity and Directional Signage (Wayfinding) in Manhattan Beach.

Beach Life

Other - The changing face of downtown MB, something only long term area residents have a sense of.

Name not shown inside City Limits

August 18, 2015, 8:07 AM

Sports events (volleyball, cycling, surf)

Beach Life

Community Identity and Directional Signage (Wayfinding)

Please share your thoughts about Community Identity and Directional Signage (Wayfinding) in Manhattan Beach.

What key words and images best describe Manhattan Beach?

Phillip Cook inside City Limits

June 17, 2015, 3:35 PM

Casual, friendly, clean, energizing.

Robert Fieselman inside City Limits

June 17, 2015, 3:38 PM

Volleyball, board surfing, body surfing

Sherri Roman inside City Limits

June 17, 2015, 3:59 PM

Beautiful

Safe

Friendly

Name not shown inside City Limits

June 17, 2015, 4:52 PM

casual elegance, residential, upscale, wealthy, well-educated, welcoming, fun, active, caring, family-oriented, desirable, successful, Crown Jewel of the South Bay.

Name not shown inside City Limits

June 17, 2015, 5:00 PM

Ocean, seaside, beach, seagulls, dolphins, surfers, fun for all ages, eateries, shops, sunny days, beautiful sunsets, mild temperatures, upscale yet hometown feel.

Name not shown inside City Limits

June 17, 2015, 6:11 PM

Enclave for rich folks, pro-athletes, celebrities

Excellent public school system

Summer!--Bicycles, volleyball, bikinis, beer

Winter--quiet walks in the mist along the beach and the smell of the sea at dawn

hot coffee and breakfast at Uncle Bill's

Just let it be. the city government doesn't need to do a damn thing.

Name not shown inside City Limits

June 17, 2015, 7:26 PM

Community Identity and Directional Signage (Wayfinding)

Please share your thoughts about Community Identity and Directional Signage (Wayfinding) in Manhattan Beach.

Family, community, beach life, friendly

Amanda Rose inside City Limits

June 18, 2015, 8:34 PM

Keywords: placid, comfortable, safe, environmentally aware, clean, healthy.

Images: pier, hometown fair, American Martyrs spire, Beckers Bakery, the strand, volley ball, seagulls, surfers, children at the Metlox fountain.

Michael Dean inside City Limits

July 19, 2015, 11:12 AM

Nature, ocean, volleyball, surfing, concerts in the park

Tom Allard inside City Limits

July 23, 2015, 4:03 PM

Beautiful - friendly

Name not shown outside City Limits

July 23, 2015, 6:03 PM

Beach lifestyle, safe, quaint, Polliwog Park

Name not shown inside City Limits

July 25, 2015, 4:24 PM

Upscale beach community

Name not shown inside City Limits

July 29, 2015, 2:50 PM

Beach, Pier, Family, Active, Vibrant

Name not shown inside City Limits

July 29, 2015, 4:54 PM

Beach, volleyball, friendly, family, active

Name not shown inside City Limits

July 30, 2015, 7:43 AM

Sun, Sand, & Surf

Community Identity and Directional Signage (Wayfinding)

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Name not shown inside City Limits
August 4, 2015, 12:50 AM

ideal
beach town
innovative

Name not shown inside City Limits
August 9, 2015, 8:34 PM

1. "Tear Down" (lots of new very expensive and very BIG homes) - TODAY
2. Pier, Strand, Beach, and Ocean - TIMELESS
3. Quintessential L.A. Beach Community with a vibrant restaurant scene and good shopping - TODAY
4. A great place to live with good schools, good shopping/restaurants, and all this close to L.A. "Oz at the end of the Megalopolis" - TIMELESS (we hope!)
5. A Community at a crossroads - Decisions we make today will significantly impact us in the future (particularly with regard to potential densification of downtown MB and the need to keep a lid on crime)