

SIGNAGE AND WAYFINDING MASTER PLAN

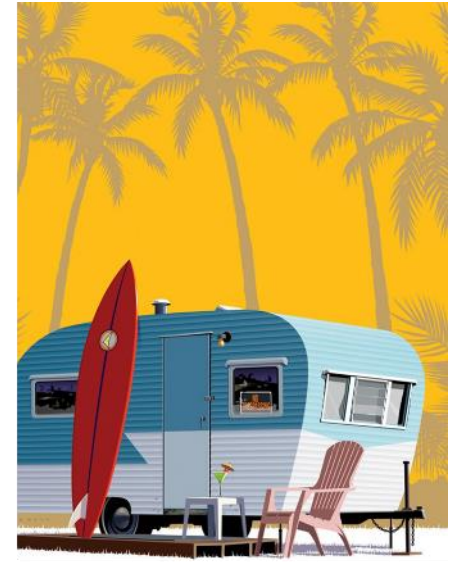
CITY IDENTITY MONUMENT SIGNS, DECEMBER 3, 2024

Selbert
Perkins
Design.



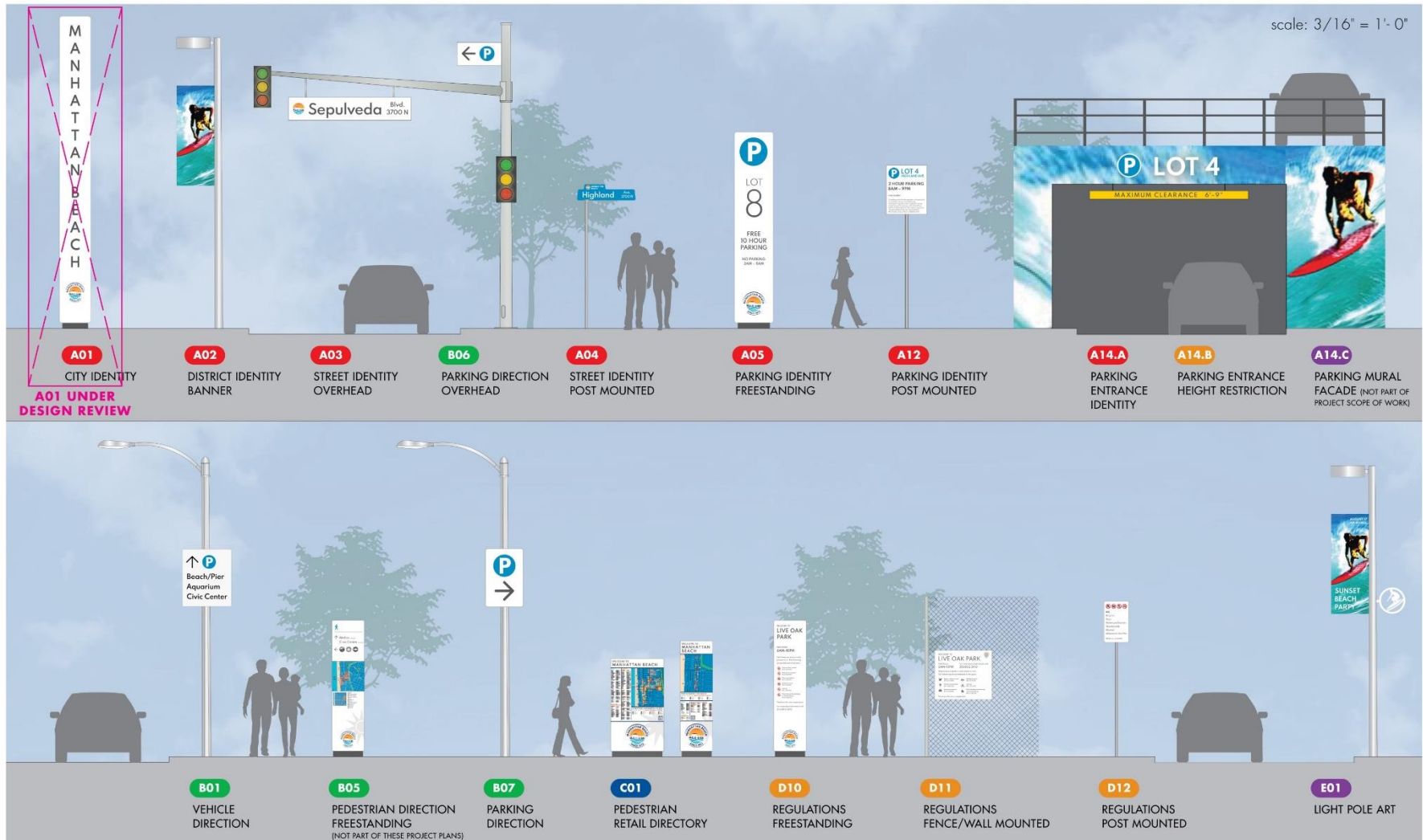
Note: This PowerPoint presentation is intended solely as a visual aid to an oral staff presentation of an agenda report topic. In the event of any differences between the presentation and the agenda report, the information in the agenda report prevails.

DESIGN CONCEPT – BEACH CLASSIC

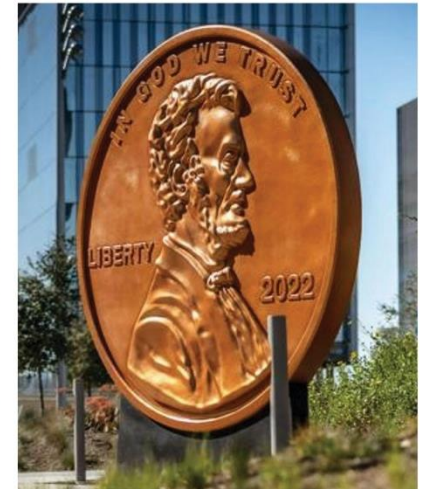
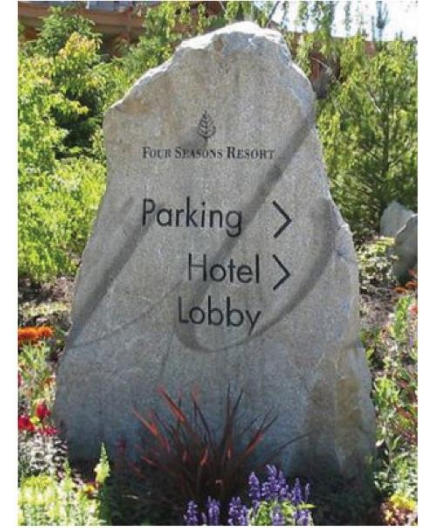


MASTER PLAN SIGN TYPES

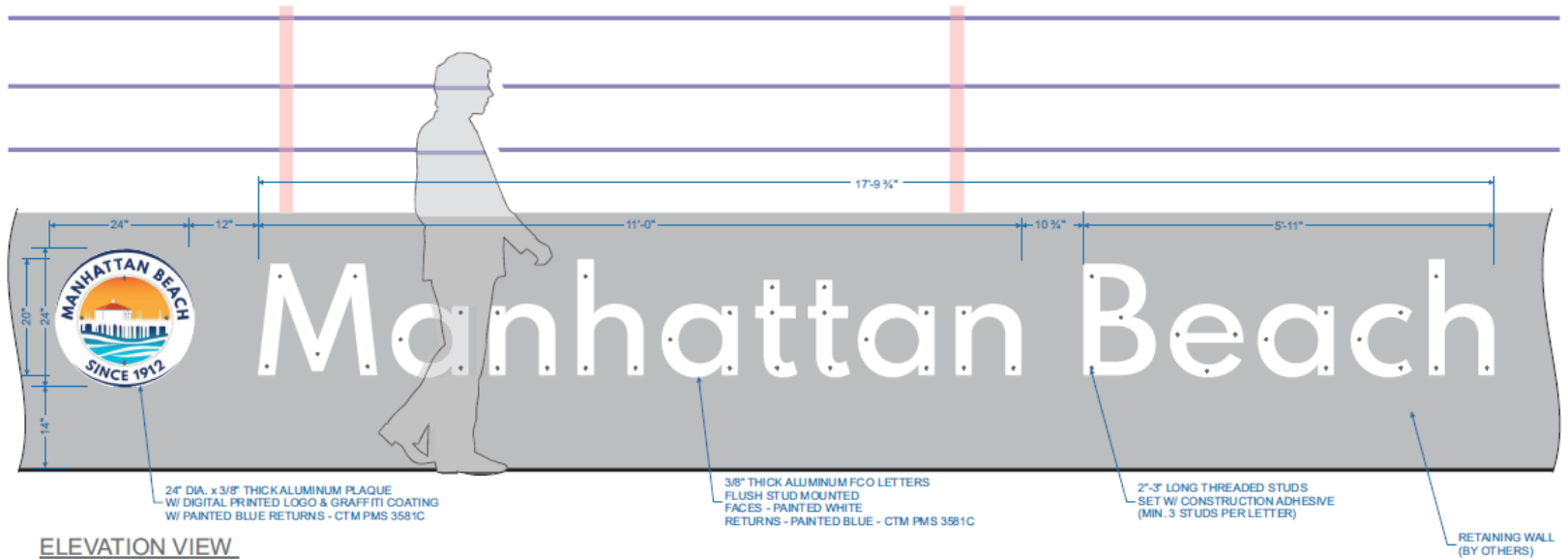
scale: 3/16" = 1'-0"



A01 CITY IDENTITY – INSPIRATION



EXISTING SIGN ON ARTESIA BLVD



ELEVATION VIEW
SCALE: 1/2"=1'-0"

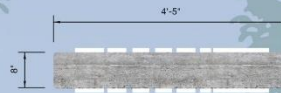


A01 CITY IDENTITY – STUDY OPT. 1

CONCRETE BASE



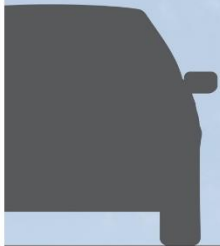
PLAN VIEW



PLAN VIEW

REBAR THROUGH
LOGO SIGN CABINET
LOGO AND LETTERS
INTERNALLY ILLUMINATED

LOGO AND LETTERS
INTERNALLY ILLUMINATED



1.A: STACKED LOGO



1.B: VERTICAL BASE



1.C: HORIZONTAL BASE



A01 CITY IDENTITY – STUDY OPT. 2

NATURAL / JETTY ROCK



A01 CITY IDENTITY – STUDY OPT. 3

ENLARGED LOGO



A01 SIGN IDENTITY - LOCATIONS

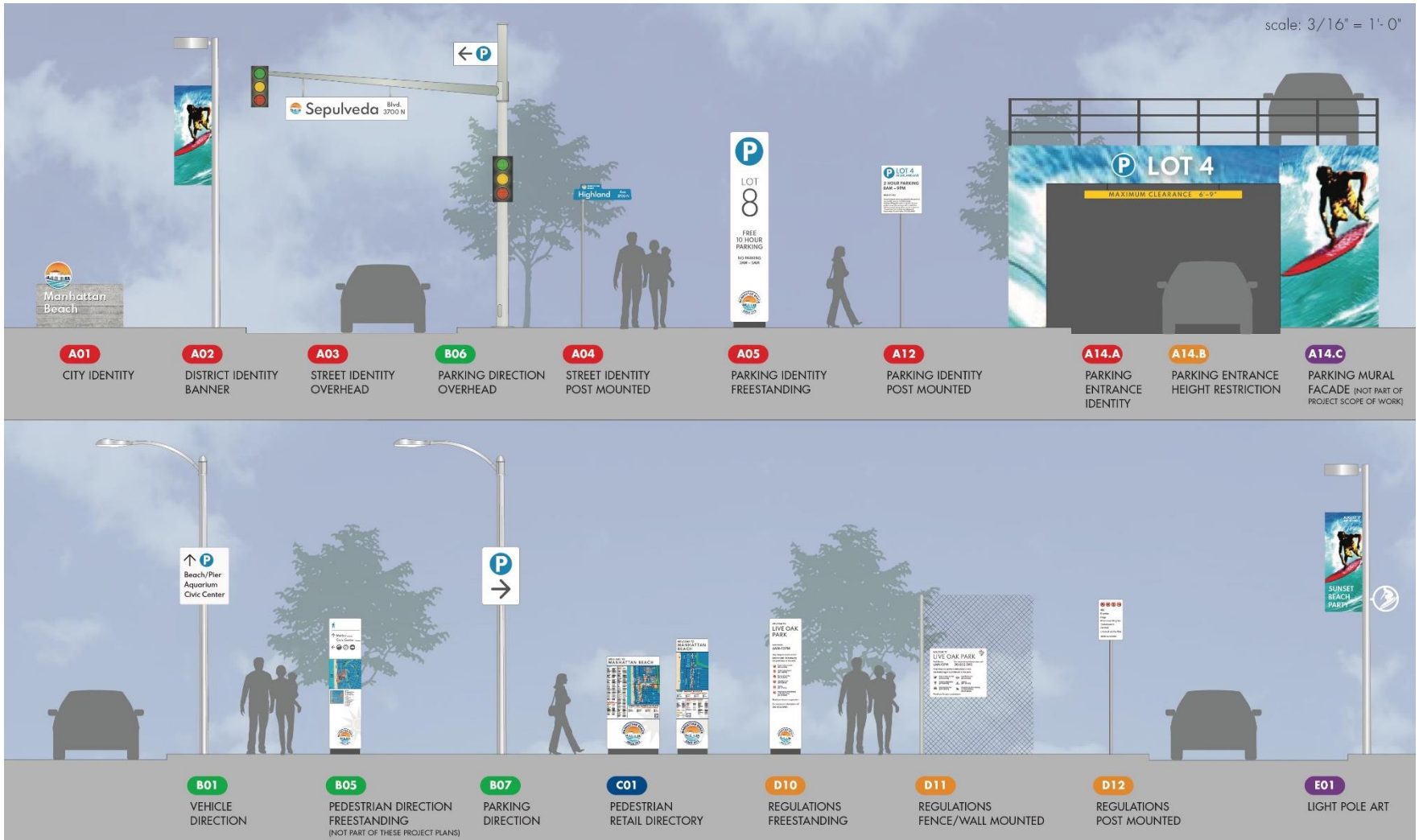
● A01 CITY IDENTITY SIGN LOCATIONS = 11 TOTAL

including existing location at Manhattan Village Mall



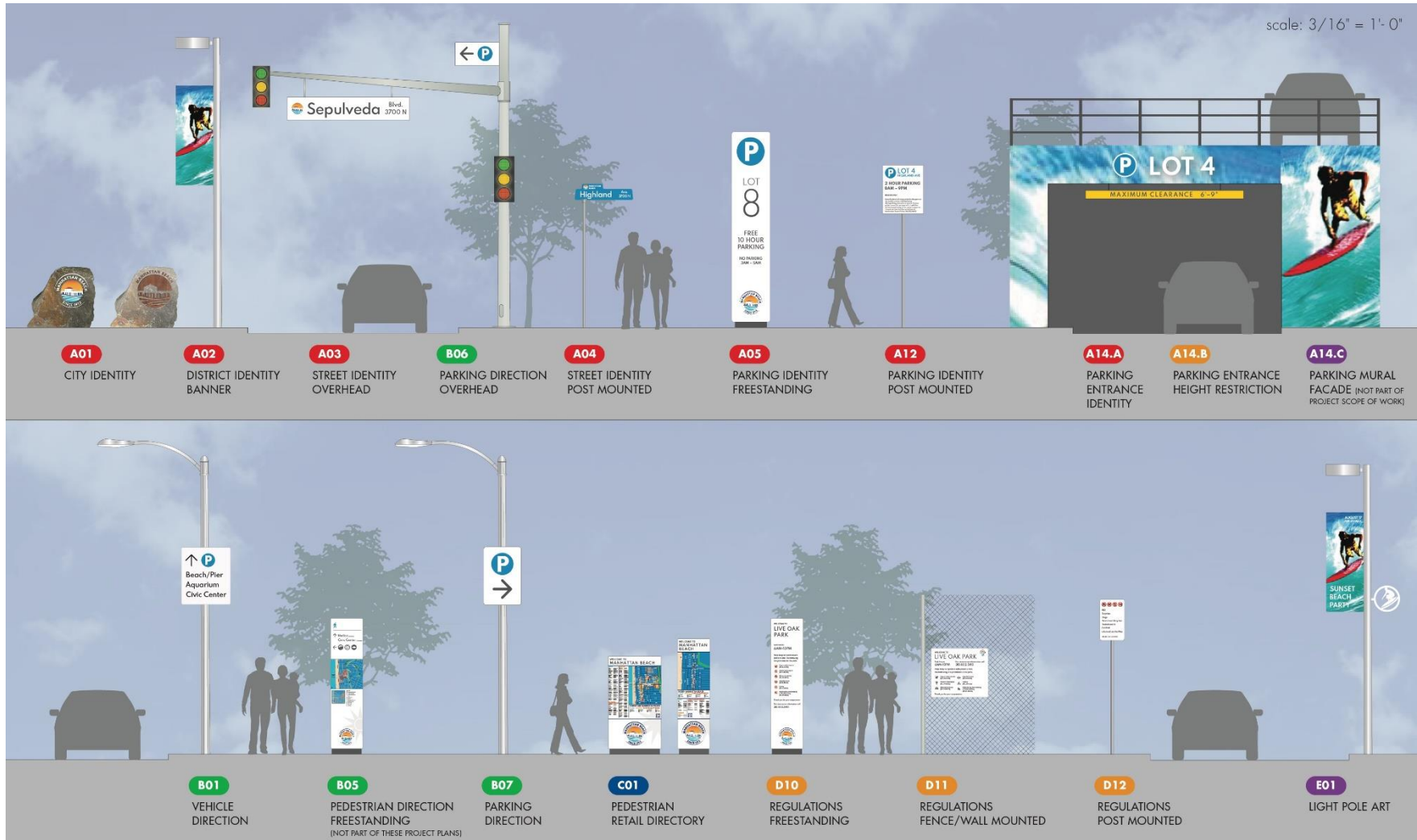
MASTER PLAN SIGN TYPES – OPT 1

scale: 3/16" = 1'-0"



MASTER PLAN SIGN TYPES – OPT 2

scale: 3/16" = 1'-0"



MASTER PLAN SIGN TYPES – OPT 3

scale: 3/16" = 1'-0"

