MANHATTAN BEACH

SIGNAGE AND WAYFINDING

ANALYSIS AND RECOMMENDATIONS

20 October 2015

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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.

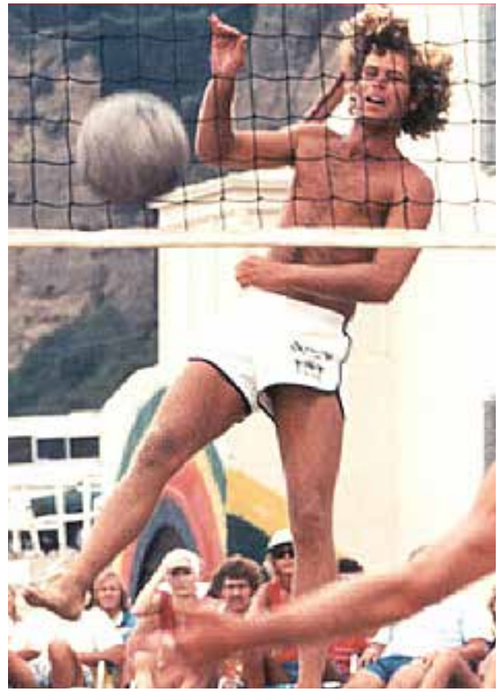
PROJECT GOALS

- **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**

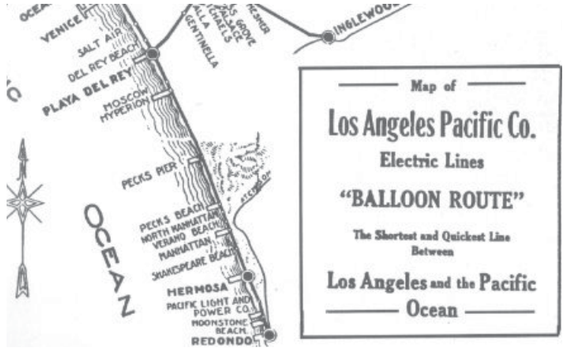
City of Manhattan Beach

LEGEND

- Shopping District
- Major Destination
- Pier
- Major Vehicle Routes
- Major Intersections
- Primary Entrance
- Parking Lots



MANHATTAN BEACH
1912 - 2012
Balloon Route Surf
"Greasy" Lee's SISCO'S
Hibachi BEACH VOLLEYBALL
Dapper Dan's Surf Club
RED CAR TROLLEY


Map of
Los Angeles Pacific Co.
Electric Lines
"BALLOON ROUTE"
The Shortest and Quickest Line Between
Los Angeles and the Pacific Ocean
OCEAN
PECKS PIER
HERMOSA
REDONDO

VOLUNTEERS OF AMERICA
VACATION HOME

MANHATTAN
BEACH
MARINE AVE.

MANHATTAN BEACH
The SAFEST BEACH in America

MANHATTAN BEACH

MANHATTAN BEACH

CITY IDENTITY

There is no unified presence at key city entry points. We recommend prominent Manhattan Beach specific landmark signs where possible on major vehicle entrances into the city, supported by street banner campaigns along primary paths of travel.

DISTRICT IDENTITY

We recommend continued development of distinct district identities incorporating signage, public art programs, and unified public amenities; including crosswalks, seating, bicycle racks, and newspaper corrals. A unifying theme to connect visitors to various opportunities within each area will strengthen the uniqueness of the district.

STREET IDENTITY

Pole mounted street signs have strong visual consistency throughout the City, except in the Downtown district Downtown overhead street signs show visual disparity at major intersections. We recommend updating overhead signs into one cohesive design style and revising the Downtown pole signs to the style used throughout the city.

DESTINATION IDENTITY

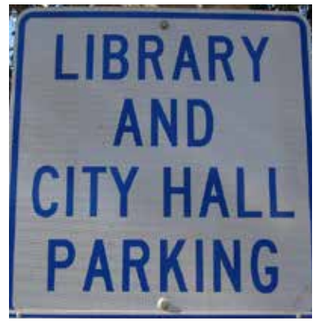
No cohesive design or visual consistency exists for destinations in Manhattan Beach. Signs are of various materials, sizes, and construction. We recommend an overhaul of all destination identity signs into one unifying design style to reinforce the city brand and accent the uniqueness of each destination.

VEHICLE DIRECTION SIGNS

Post mounted vehicle direction signs currently appear in several styles and sizes. We recommend a single design style, consistent message language, and strategic sign placement along major paths of travel.

PARKING DIRECTION SIGNS

Parking direction signs and information are displayed in various styles, shapes, and sizes. We recommend a unified design style that works in unison with updated vehicle direction signs to underscore the city's brand.



PARKING IDENTITY SIGNS

Parking identity and information lacks cohesion from one site to another. We recommend updating signs at each parking site into a single design style. All related parking signs (regulations, etc.) should be included to reinforce the city brand. Where possible, existing parking space counters should be utilized.

PEDESTRIAN DIRECTORY SIGNS

Directory signs should be modified to appear as parts of a unified wayfinding system, highlighting what is unique about districts and destinations while identifying the City of Manhattan Beach. Maps should display vehicle and pedestrian circulation routes.

PUBLIC TRANSPORTATION

We recommend development of standards for placement and sizes of public transportation signs displayed throughout the city, including number of signs per post, iconography, and terminology.

CITY REGULATION SIGN

A broad variety of styles, colors, and sizes creates visual clutter and diminishes the city brand. We recommend development of a consistent sign design and regulation language to reinforce the casual, friendly nature of Manhattan Beach.

AMENITIES

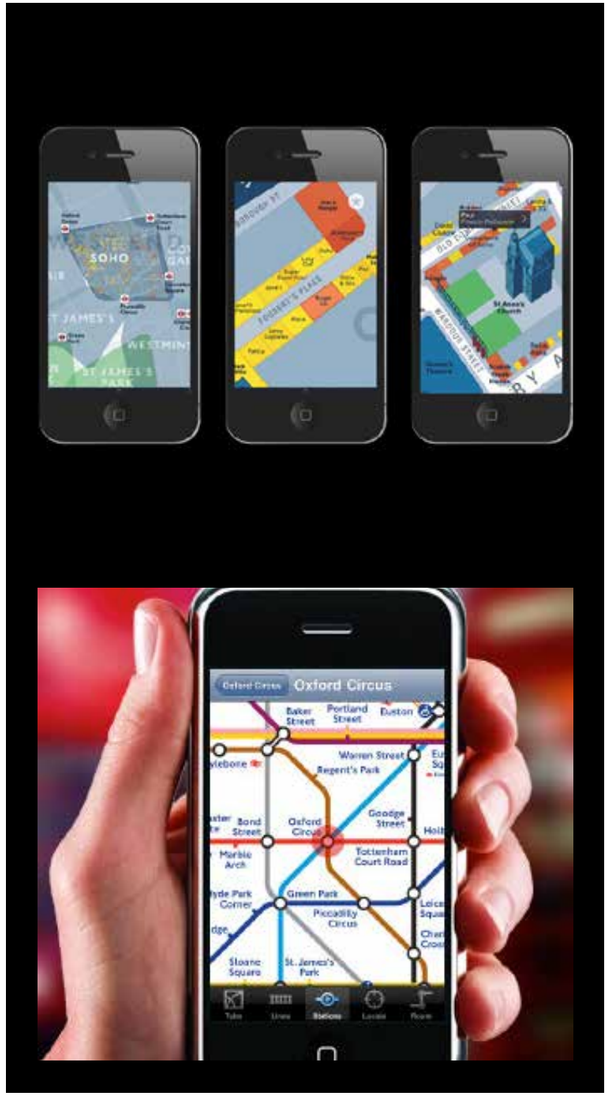
Various amenity styles are used throughout the city. Standards for parklets, crosswalk graphics, and other public spaces will help to promote the identity and attractiveness of the districts and the city. Amenities should be coordinated with district identity efforts.

PUBLIC ART

We recommend continued development of the existing public art program, expanding installation locations to support and enhance city and district identities. Guidelines for implementation shoudl be established to maintain the character of the city.

MAP

We recommend developing a single map style for use throughout the city. A consistent graphic style will aid navigation and reinforce the city's brand on public directories, printed materials, and electronic devices. Maps should display vehicle and pedestrian circulation routes, as well as identify the districts, key features, parking areas, and destinations.



APPS

As an aid for navigation we recommend developing apps for mobile devices that key into city destinations. Apps should retain the graphic style of city maps and provide access to city information.

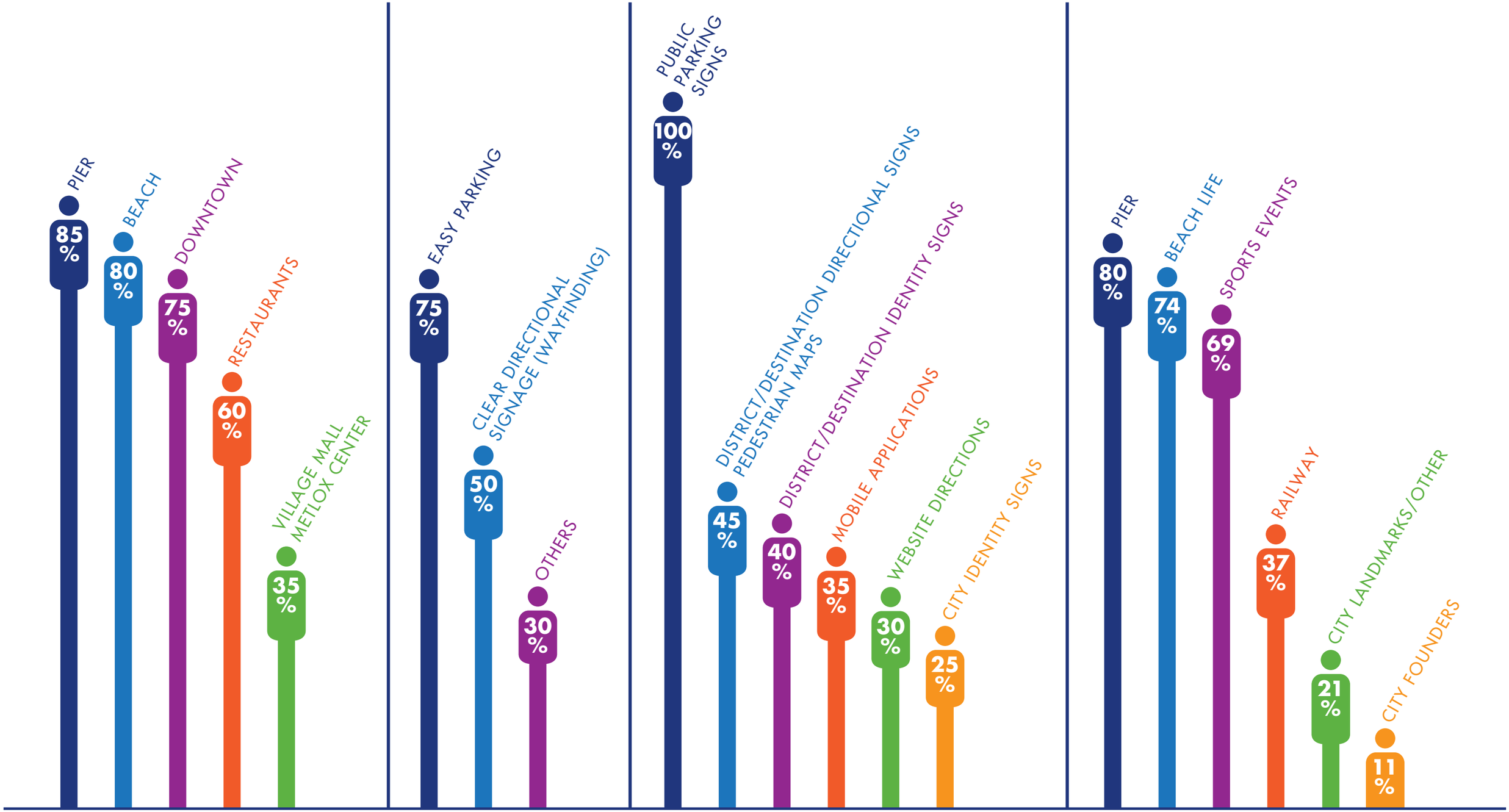
HOLLISTER
CALIFORNIA

CITY LOGO

We strongly recommend the creation and implementation of a new city logo. The logo and its application should be distinct from the current "circle-triangle" mark and reflect the best attributes of Manhattan Beach. The logo should be distinct and versatile for marketing and promoting the city in multiple ways.

MERCHANDISE

Official merchandise created specifically for Manhattan Beach should be regulated by high professional standards. Use of the city logo and other brand elements should be standardized to a degree that promotes the city in the best methods possible.


PIER
85 %
BEACH
80 %
DOWNTOWN
75 %
RESTAURANTS
60 %
VILLAGE MALL METLOX CENTER
35 %
Top Destinations
EASY PARKING
75 %
CLEAR DIRECTIONAL SIGNAGE (WAYFINDING)
50 %
OTHERS
30 %
Top Visitor Needs
PUBLIC PARKING SIGNS
100 %
DISTRICT/DESTINATION DIRECTIONAL SIGNS
45 %
DISTRICT/DESTINATION IDENTITY SIGNS
40 %
MOBILE APPLICATIONS
35 %
WEBSITE DIRECTIONS
30 %
CITY IDENTITY SIGNS
25 %
Wayfinding Elements
PIER
80 %
BEACH LIFE
74 %
SPORTS EVENTS
69 %
RAILWAY
37 %
CITY LANDMARKS/OTHER
21 %
CITY FOUNDERS
11 %
Manhattan Beach Stories

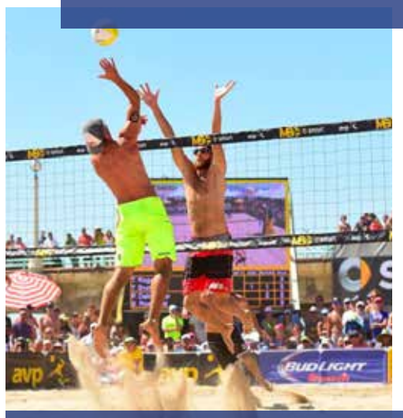
VOLLEYBALL

BEAUTIFUL

OCEAN

PIER

TIMELESS



SURFING

SAFE

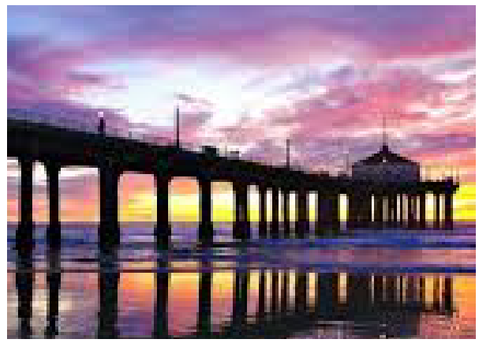
FUN

BEACH SUN SAND

UPSCALE

COMMUNITY

PRIMARY DESTINATIONS



Pier

- Parking

Downtown

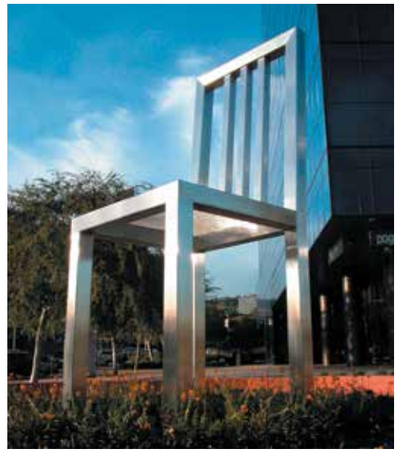
- Parking
- City Hall
- Metlox
- Restaurants
  Shopping

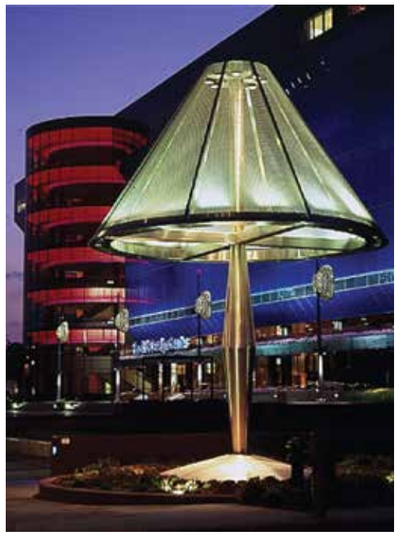
Beach

- Parking

North End

- Parking
- Beach/Surf
- Restaurants
  Shopping





GATEWAYS/LANDMARKS

Establish bold and memorable gateways & landmarks to identify the city, internal districts, key features and enhance the “Welcome” experience.

IDENTIFICATION

Identify the city, districts, key features, and destinations.

DIRECTION

Provide clear vehicle and pedestrian guide signs to reinforce circulation paths.

INFORMATION

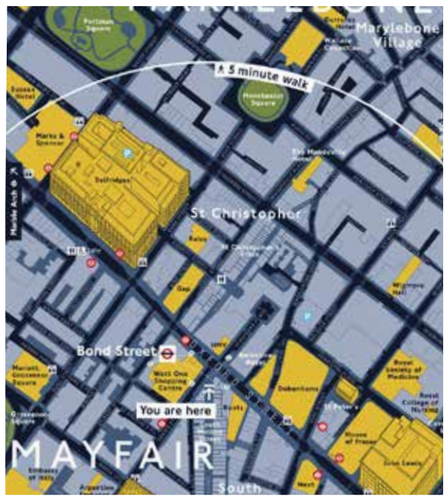
Integrate public information through information kiosks and mobile apps.

PUBLIC ART/AMENITIES

Reinforce the identity and attractiveness of the city, residents, and tenants with art elements and amenities.

MOBILE APPS/ MERCHANDISE

Enhance wayfinding, access to information, and the city identity while building revenue through merchandise and mobile apps.



Louisville, Kentucky

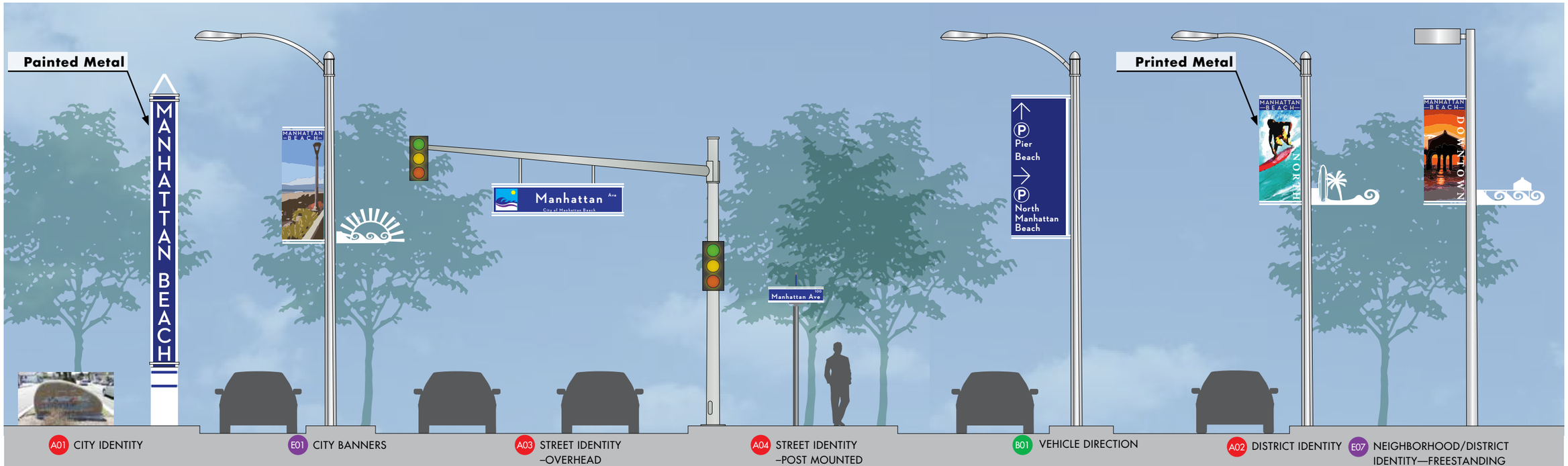
Worcester, Massachusetts

London, England

Marina Del Rey

Santa Monica

Concept 1—Repurpose



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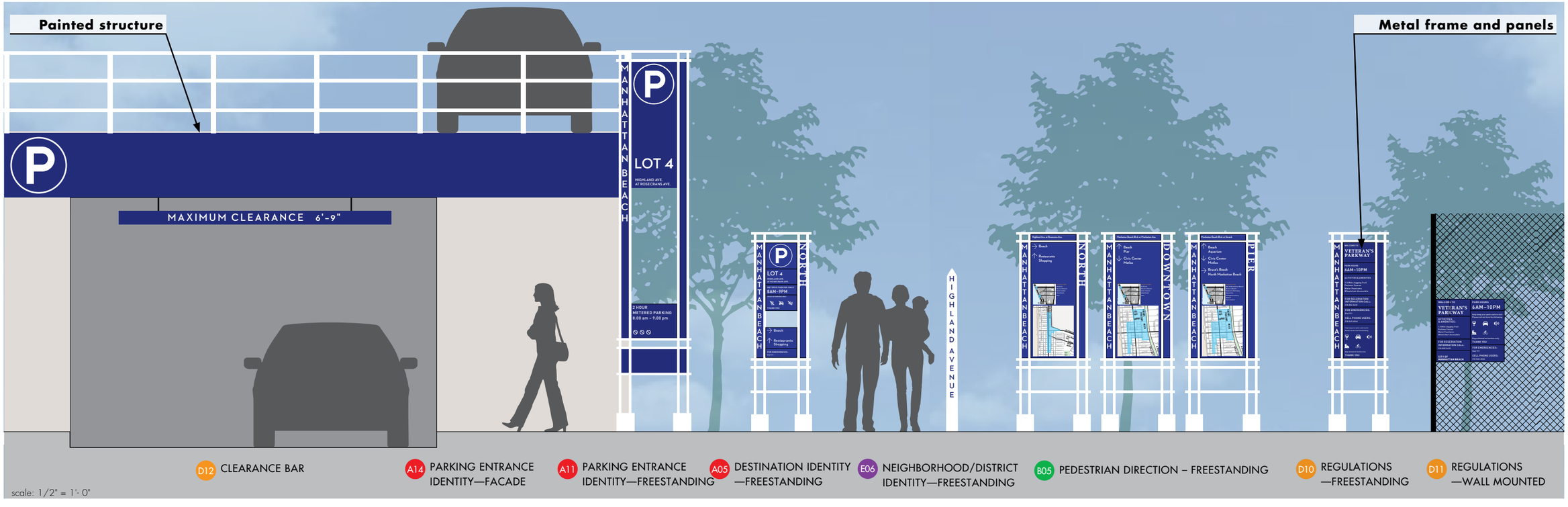

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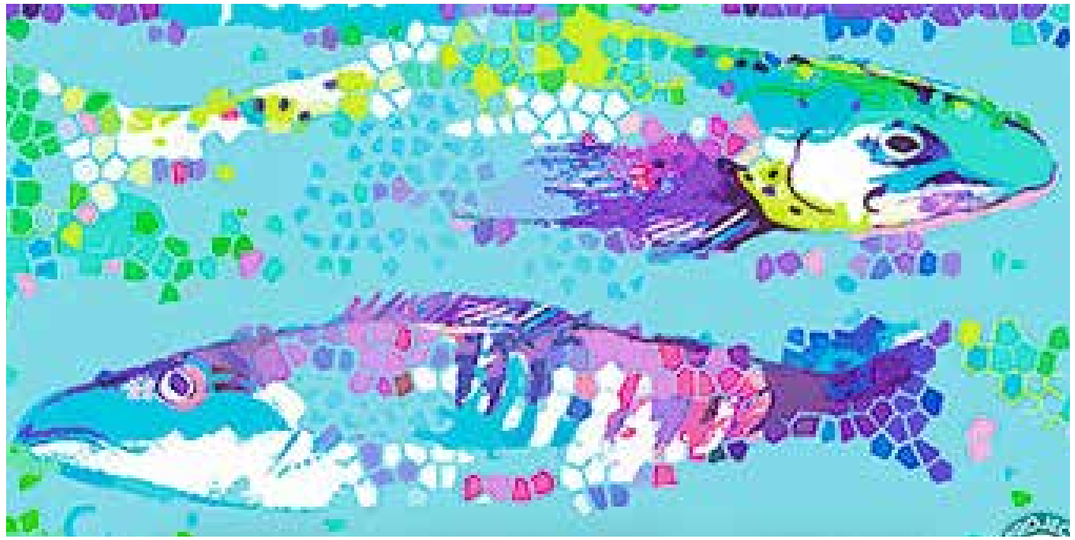


MANHATTAN BEACH
MANHATTAN BEACH

P
LOT 4
MANHATTAN BEACH
MANHATTAN BEACH
Rosecrans
Sushi Akai
Rosecrans

CITY OF MANHATTAN BEACH

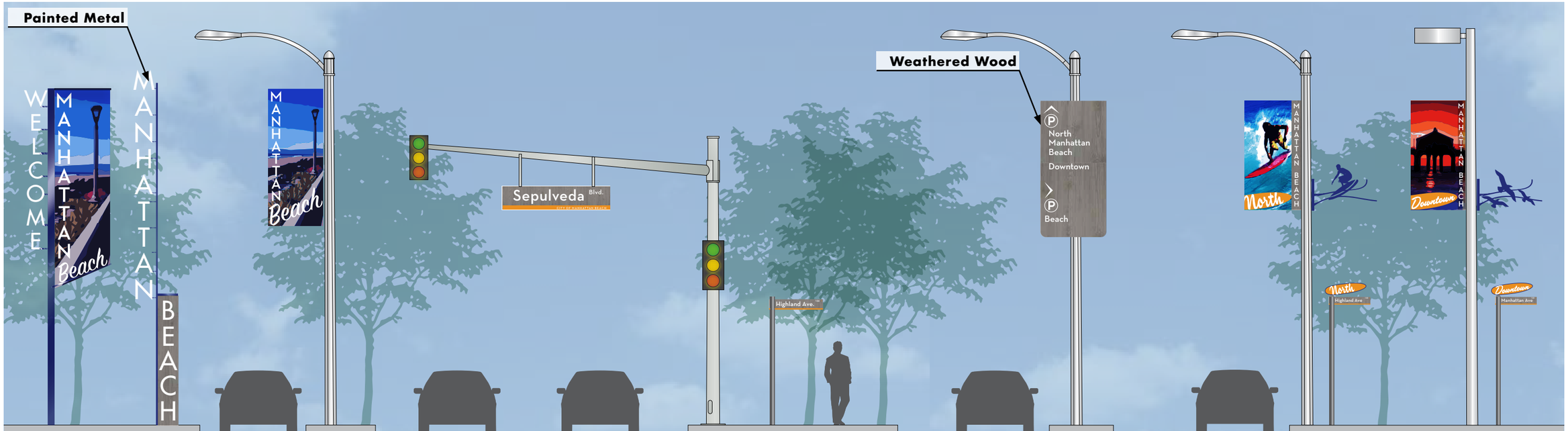
SELBERT PERKINS DESIGN

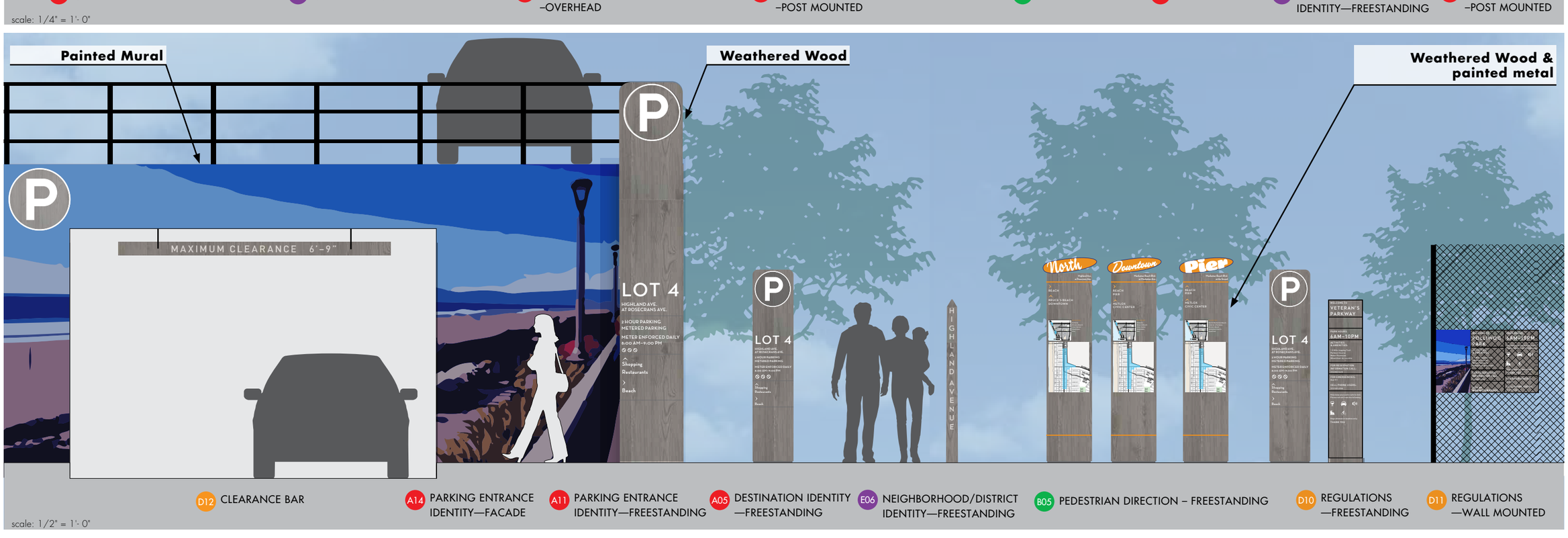
PROJECT
CITY OF MANHATTAN BEACH
SIGNAGE AND WAYFINDING

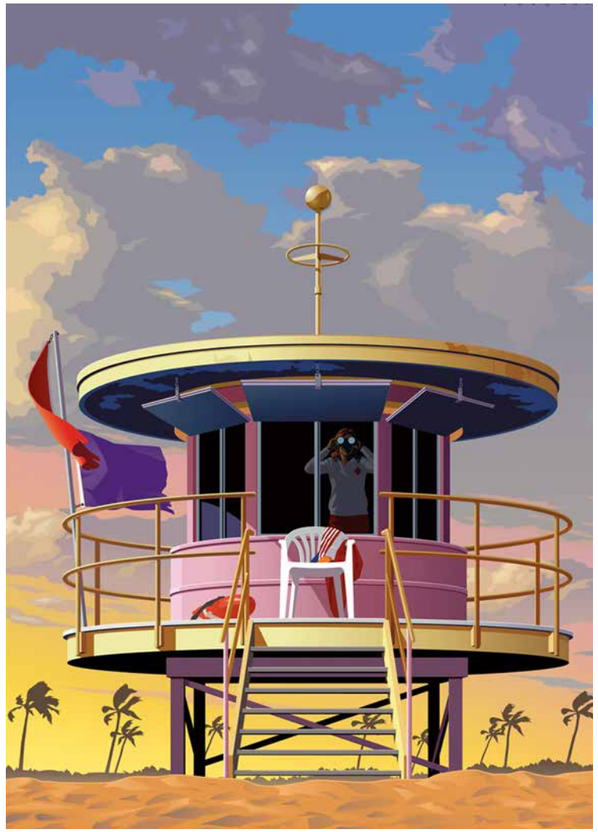
PHASE
ANALYSIS & RECOMMENDATIONS
20 OCTOBER 2015

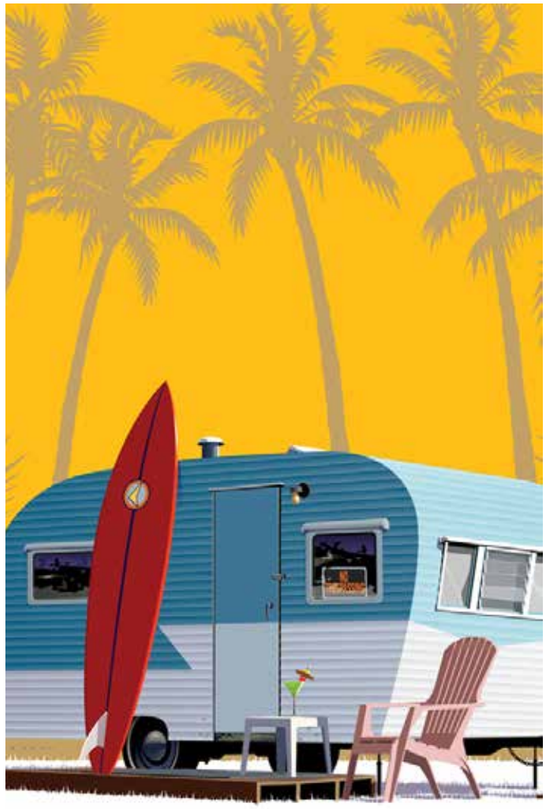
DESCRIPTION
OPTION 1—MANHATTAN BEACH BLVD/MANHATTAN AVE

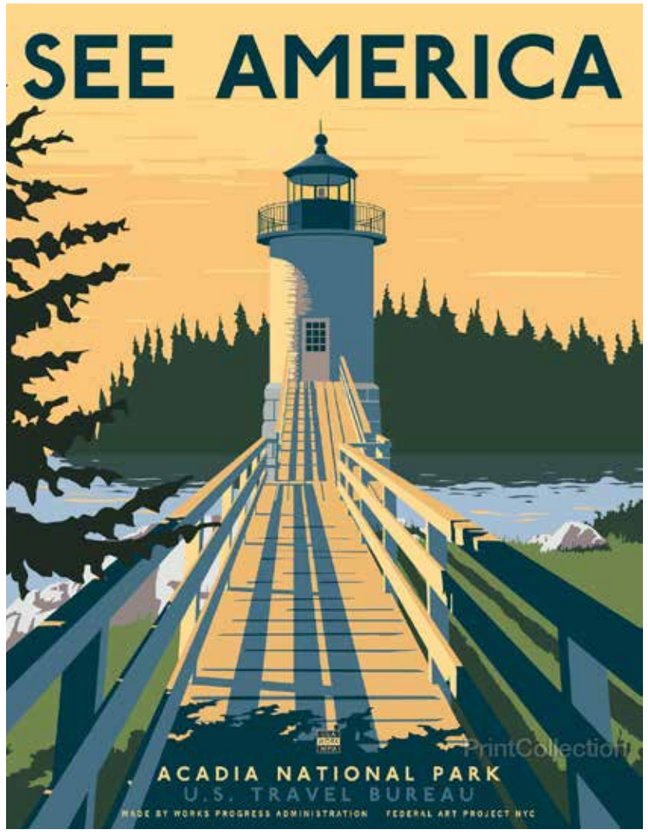
Concept 2—Vintage/Retro

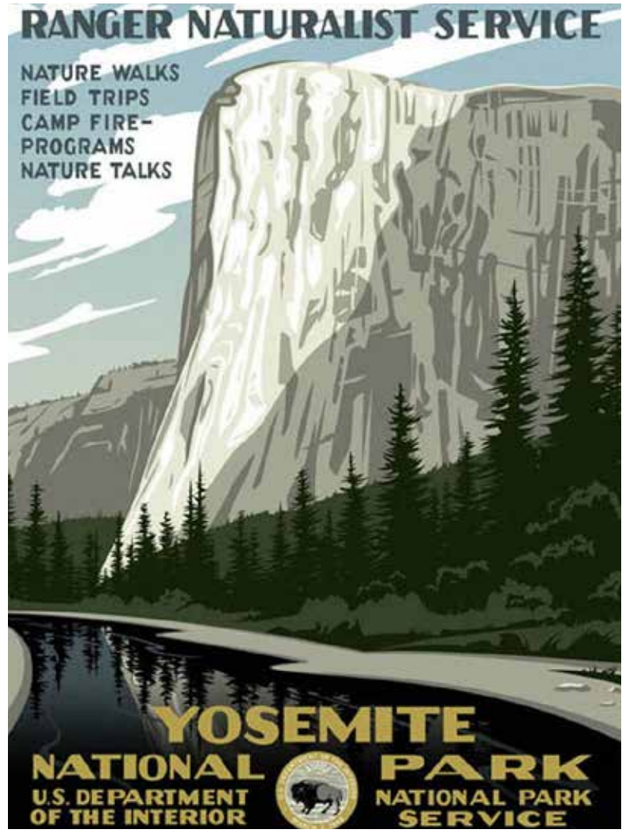

Painted Metal
WELCOME
MANHATTAN Beach
MANHATTAN BEACH
MANHATTAN Beach
Sepulveda Blvd.
CITY OF MANHATTAN BEACH
Weathered Wood
North Manhattan Beach Downtown
Beach
MANHATTAN BEACH
North
MANHATTAN BEACH
Downtown
Highland Ave.
North
Highland Ave.
Downtown
Manhattan Ave
A01 CITY IDENTITY
E01 CITY BANNERS
A03 STREET IDENTITY –OVERHEAD
A04 STREET IDENTITY –POST MOUNTED
B01 VEHICLE DIRECTION
A02 DISTRICT IDENTITY
E07 NEIGHBORHOOD/DISTRICT IDENTITY—FREESTANDING
A04 STREET IDENTITY –POST MOUNTED
scale: 1/4" = 1'- 0"


Painted Mural
Weathered Wood
Weathered Wood & painted metal
P
MAXIMUM CLEARANCE 6'-9"
LOT 4
HIGHLAND AVE. AT ROSECRANS AVE.
2 HOUR PARKING METERED PARKING
METER ENFORCED DAILY 8:00 AM–9:00 PM
Shopping
Restaurants
Beach
LOT 4
HIGHLAND AVENUE
North
Downtown
Pier
LOT 4
VETERAN'S PARKWAY
PARK HOURS 6AM–10PM
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"






SEE AMERICA
ACADIA NATIONAL PARK
U.S. TRAVEL BUREAU
MADE BY WORKS PROGRESS ADMINISTRATION FEDERAL ART PROJECT NYC

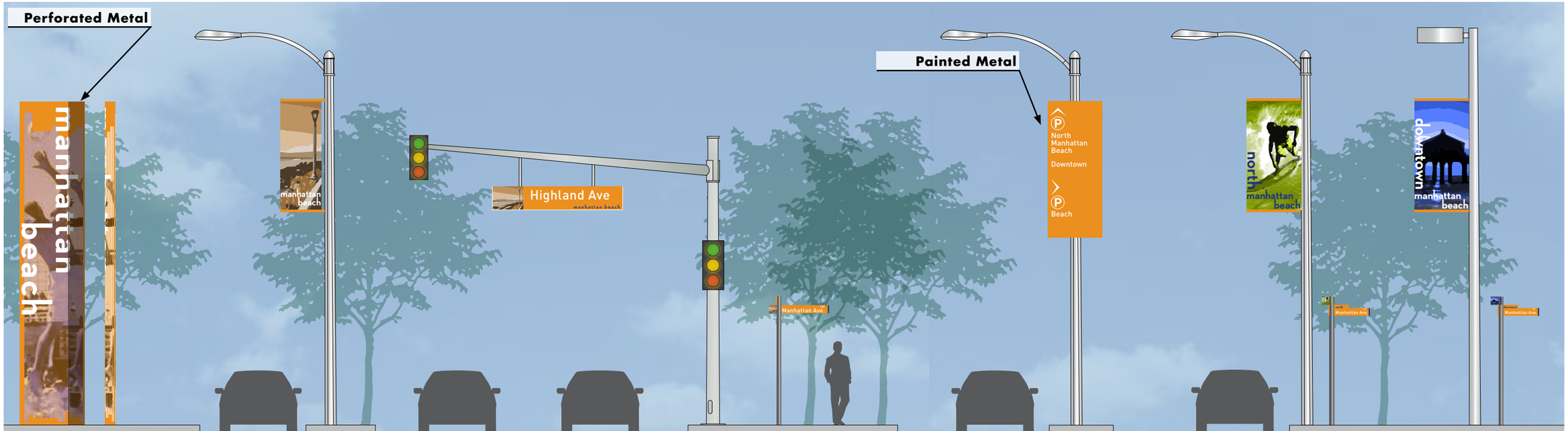

RANGER NATURALIST SERVICE
NATURE WALKS
FIELD TRIPS
CAMP FIRE-
PROGRAMS
NATURE TALKS
YOSEMITE
NATIONAL PARK
U.S. DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

MANHATTAN BEACH
North
North

Rosecrans
LOT 4

DOWNTOWN
Manhattan Ave.
SKECHERS
Manhattan
DOWNTOWN

Concept 3—Modern



A01 CITY IDENTITY

E01 CITY BANNERS

A03 STREET IDENTITY –OVERHEAD

A04 STREET IDENTITY –POST MOUNTED

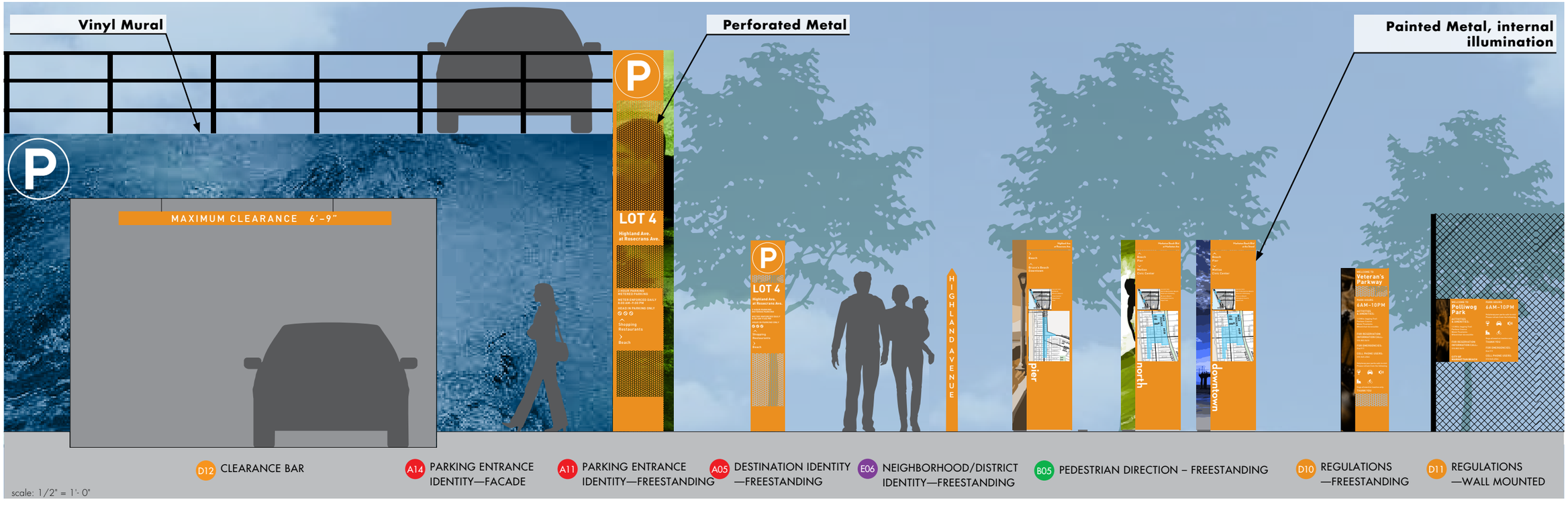
B01 VEHICLE DIRECTION

A02 DISTRICT IDENTITY

E07 NEIGHBORHOOD/DISTRICT IDENTITY—FREESTANDING

A04 STREET IDENTITY –POST MOUNTED

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

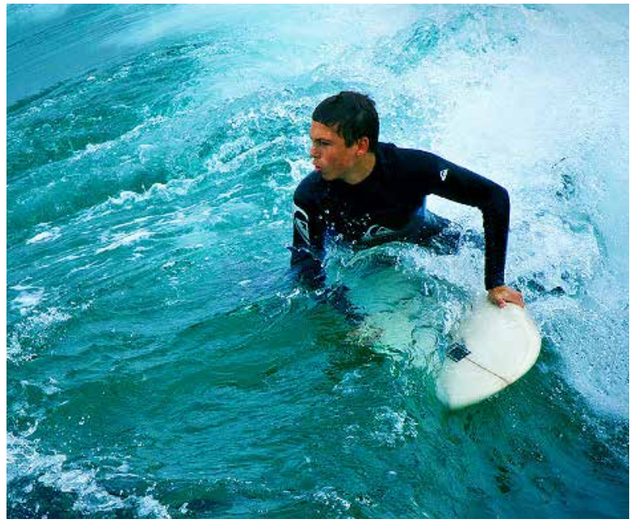
B05 PEDESTRIAN DIRECTION – FREESTANDING

D10 REGULATIONS —FREESTANDING

D11 REGULATIONS —WALL MOUNTED

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

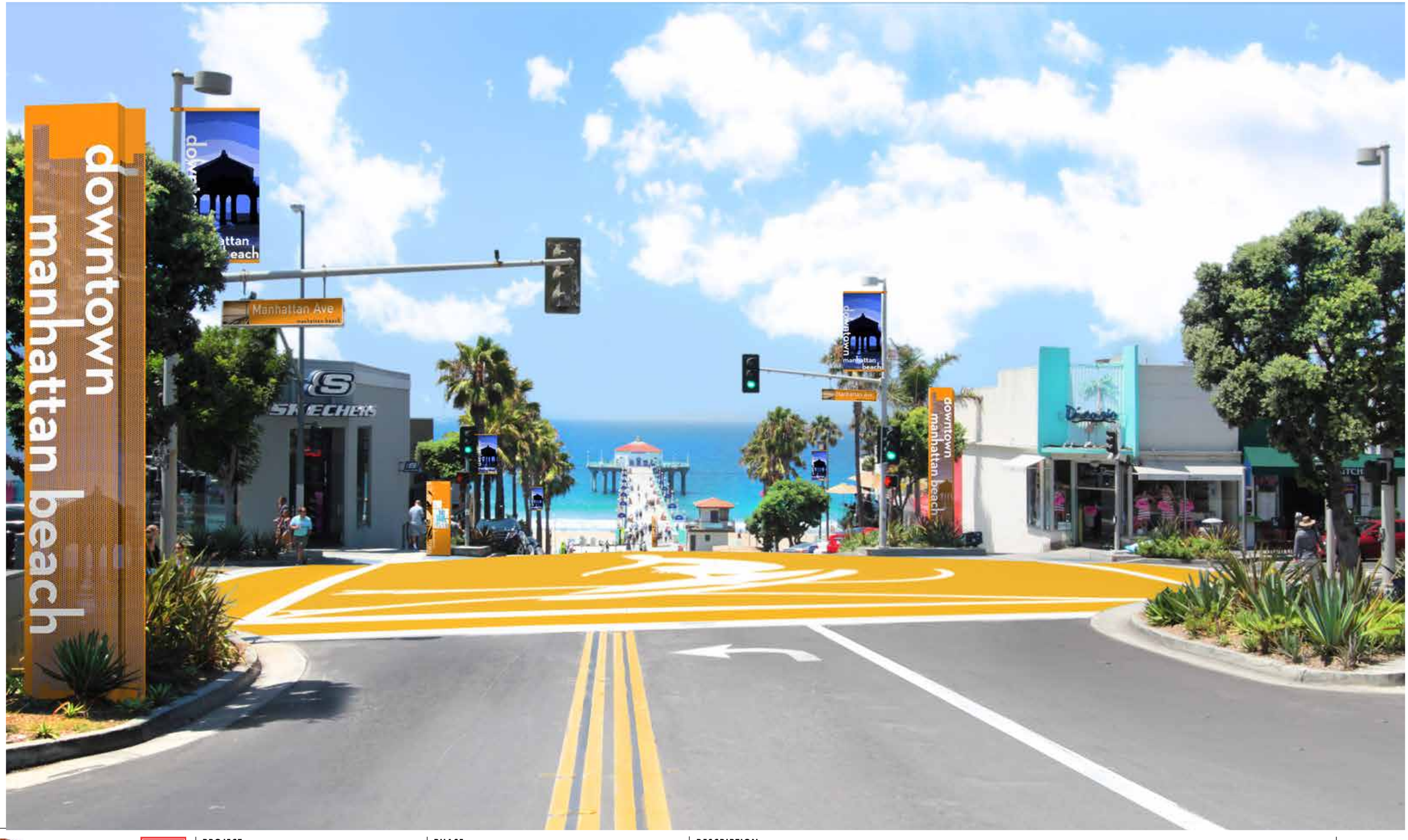
LIFEGUARD
OFF-DUTY
911
KEEP OFF



avp
BUDLIGHT

manhattan beach
north manhattan beach
north manhattan beach

north manhattan beach
P
LOT 4
Rosecrans Ave


downtown
manhattan beach
Manhattan Ave
SKECHERS
downtown
manhattan beach

SELBERT
PERKINS
DESIGN