



# **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**

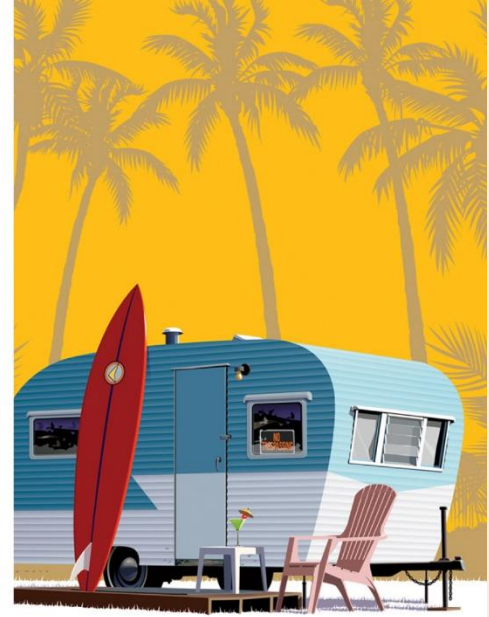
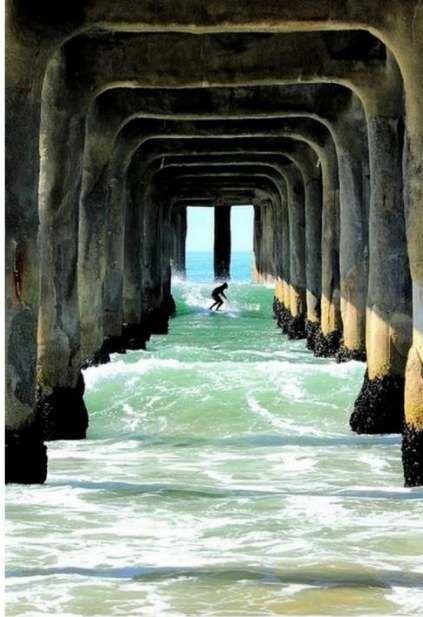


**PEDESTRIAN DIRECTORY SIGNS**





# 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



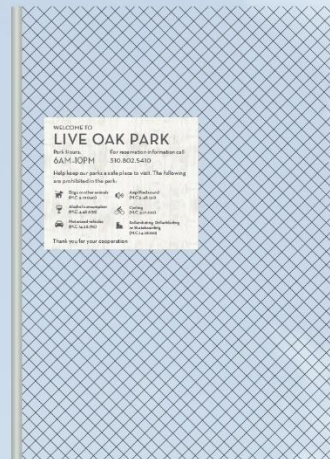
# Sign Family



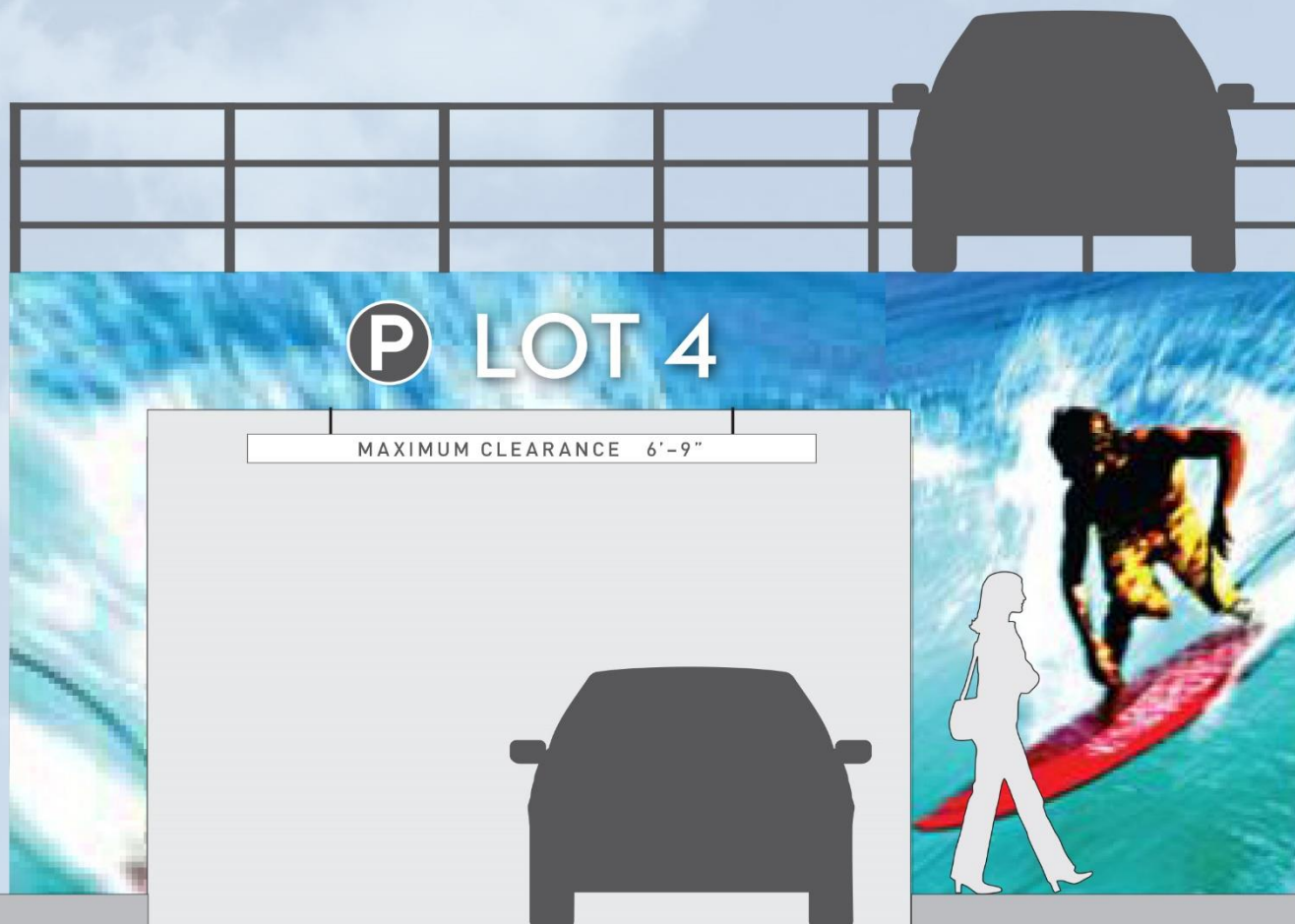
scale: 1/2" = 1'-0"



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!

