

City of Manhattan Beach Signage & Wayfinding

November 19, 2019

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
- ▶ October 3, 2017 Selbert Perkins presents options to City Council; Beach Classic is selected
- ▶ Spring 2018 Master Plan developed; sample fabricated; presented to DBPA, North End BID, CAC & Planning Commission
- ▶ June 5, 2018 Master Plan & sample were presented to City Council. Council directed staff to revise the plan with an alternate font, incorporate the blue color found on current City signage, & present a variety of prototypes

Existing Signage

CITY IDENTITY



DISTRICT IDENTITY



STREET IDENTITY



DESTINATION IDENTITY



VEHICLE DIRECTION SIGNS



PARKING DIRECTION SIGNS



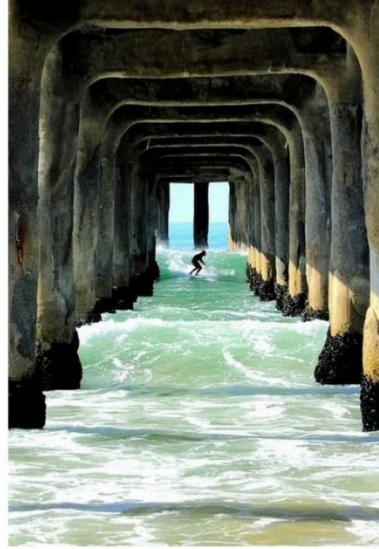
PARKING IDENTITY SIGNS



PEDESTRIAN DIRECTORY SIGNS



Inspiration: Beach Classic



Signage “Look”

FONT
SPARTAN MB

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

COLORS AND MATERIALS



P1

DARK GRAY
Exterior grade satin acrylic
polyurethane paint



P2

WHITE
Exterior grade satin acrylic
polyurethane paint



P3

BLUE
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



UT OUT CITY LOGO



PARKING



CITY LOGO



PEDESTRIAN



ARROW

Wayfinding Signage Representations

NOTE: Banner layouts for stylistic reference only, not for production.



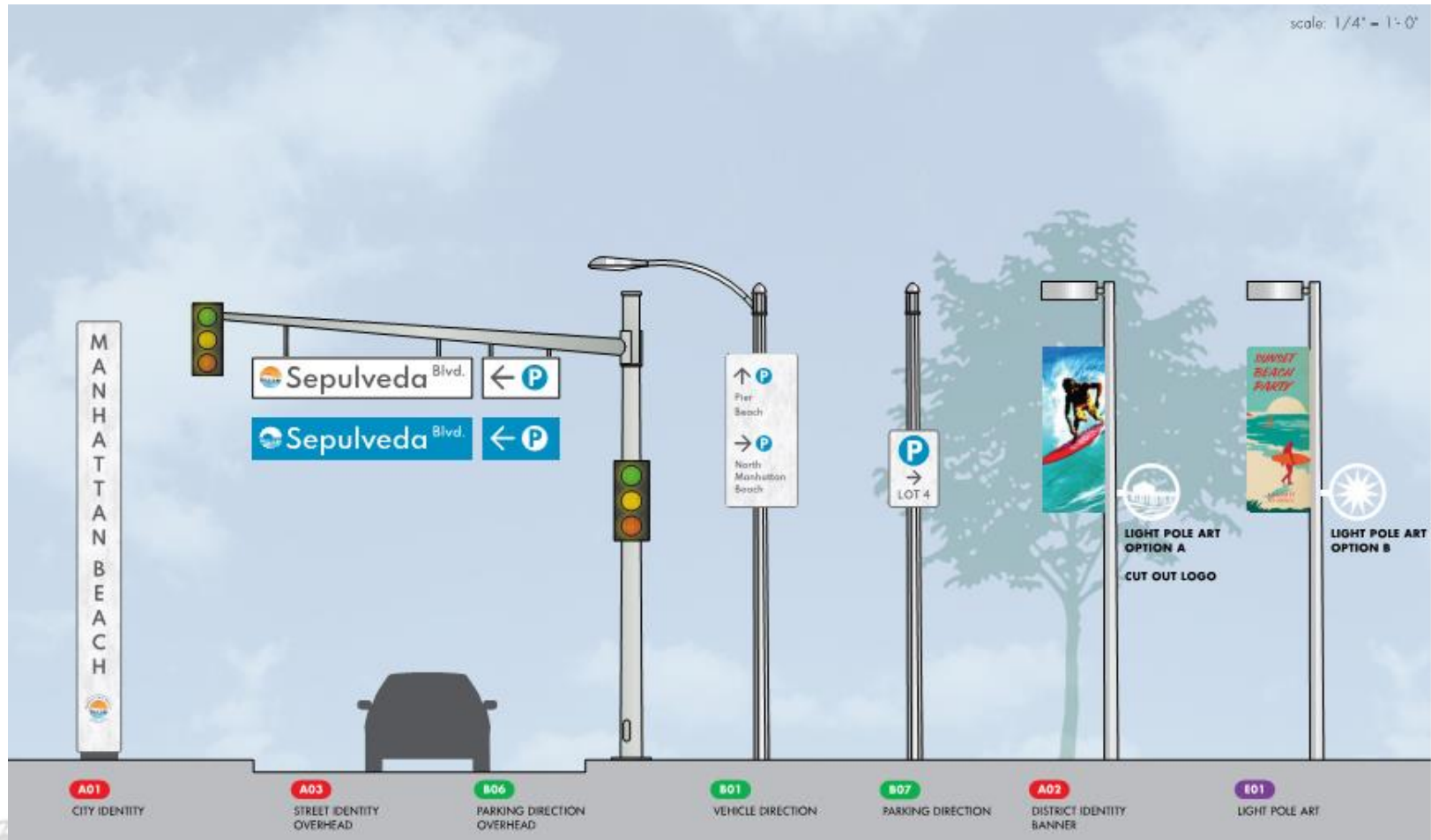
IMAGE TYPE 1: ILLUSTRATION



IMAGE TYPE 2: DISTRICT OR CITY ICONS AND AMENITIES



Sign Family



Sign Family



Sign Family

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



Sign Family



Cost and Recommendation

Approximately \$880,000

- ▶ **Phase 1: \$347,184**
 - Focus on vehicle and pedestrian directional signage in 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: \$ 55,013**
 - Other signage (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