



Legislation Details (With Text)

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**Title:** Presentation of the Proposed Citywide Wayfinding Signage Program (Public Works Director Katsouleas).  
DISCUSS AND PROVIDE DIRECTION

**Sponsors:**

**Indexes:**

**Code sections:**

**Attachments:** 1. PowerPoint Presentation, 2. Selbert Perkins Design Experience, 3. Wayfinding Sign Programs from Marina del Rey, Anaheim, Santa Monica and Long Beach

Date	Ver.	Action By	Action	Result
10/3/2017	1	City Council Regular Meeting	accept	Pass

**TO:**  
Honorable Mayor and Members of the City Council

**THROUGH:**  
Mark Danaj, City Manager

**FROM:**  
Stephanie Katsouleas, Public Works Director  
Prem Kumar, City Engineer  
Edward Kao, Senior Civil Engineer

**SUBJECT:**  
Presentation of the Proposed Citywide Wayfinding Signage Program (Public Works Director Katsouleas).  
**DISCUSS AND PROVIDE DIRECTION**

**RECOMMENDATION:**  
Staff recommends that the City Council receive the proposed Citywide Wayfinding Signage Program presentation and provide direction for future development of uniform wayfinding signage for Manhattan Beach.

**EXECUTIVE SUMMARY:**  
In order to enhance the City’s identity and improve wayfinding for residents of and visitors to Manhattan Beach, Selbert Perkins Design was hired in 2015 to evaluate the City’s current signage and uses and provide recommendations for a more uniform sign program. After significant outreach to and input from the public, City Council, Downtown Manhattan Beach Business Improvement District, North Manhattan Beach Business Improvement District and Cultural Arts Commission, and through online responses via Open City Hall, the consultant developed three Sign Program

Concepts. They are:

1. Obelisk Identity (build upon): Retrofit existing sign types and add new signs/landmarks which incorporate the City's unique obelisk signage style;
2. Vintage/Retro: A new signage style reflecting the history of Manhattan Beach while providing a "beach" look and feel through use of natural material styles (e.g. weathered wood)
3. Modern: A new signage style that reflects the future of Manhattan Beach by use of clean, modern lines, photo images and large font

Once staff receives direction from City Council, we can begin developing the specific elements of the wayfinding signage program for future consideration and approval (size, location, color scheme, specific images and design elements, etc.).

### **FISCAL IMPLICATIONS:**

There are no fiscal implications with receiving this presentation. Any future fiscal implication would be determined based on the direction given by City Council regarding a sign program.

### **BACKGROUND:**

Manhattan Beach's existing identification and wayfinding signage is non-uniform throughout the City. The types and styles of signage vary greatly and have no consistent style or theme. Several years ago, staff was directed to evaluate the City's sign styles and types, and based on that research, develop a cohesive style for City Council consideration that could be employed citywide to create a city identity. Such wayfinding signage would include directional, parking and pedestrian signage, monument signs and banners, among others.

In April, 2015, Selbert Perkins Design was retained to facilitate this effort by conducting an assessment of the City's current information and wayfinding signage, proposing and implementing a Public Outreach Plan, recommending design standards for wayfinding elements that are reflective of the City's identity, and developing three Sign Program concepts. The overall goals of the wayfinding sign program are to:

- 1) Improve the ability of visitors and local residents to easily navigate the City of Manhattan Beach, and easily find desired destinations and amenities.
- 2) Identify and eliminate problems with existing signage, including information gaps, confusion, redundancy, and sign clutter.
- 3) Tie together and build upon existing signage where desirable, into a coordinated and consistent wayfinding signage program.
- 4) Increase the success and market potential for retail, dining, entertainment, and economic growth and development within the City.
- 5) Provide functionality, attractiveness, legibility, safety, and ease of maintenance.
- 6) Clearly delineate City boundaries and give visitors and residents a sense of place.

Selbert Perkins Design ultimately developed preliminary design concepts that would move the City toward a more uniform look based on these goals. That effort was presented to City Council on October 20, 2015 and included a presentation on these three concepts:

- 1) Build Upon Obelisk Identity. Based on public feedback from Open City Hall, 55.8% of the public prefer the repurpose design option, which retrofits existing sign types and adds new signs/landmarks with the obelisk theme incorporated where feasible.

- 2) Create a Vintage/Retro look using natural-looking elements and colors, such as wood and nostalgic art, to create a soft, retro, beach feel.
- 3) Create a Modern look using large fonts, clean lines and bright colors with photo image accents.

It is worth noting that throughout the development process, a variety of community meets were held, which included:

- Two Cultural Arts Commission meetings
- Four City Council meetings
- One Downtown Business Improvement District meeting
- Two North End Business Improvement District meetings
- Online surveys via Open City Hall
- Email surveys and interviews with the public at random

Attachment 1 is the revised presentation developed after receiving feedback from City Council in 2015. Attachment 2 highlights Selbert Perkins Design's vast experience. Attachment 3 showcases samples from four areas cities who have recently undertaken a wayfinding program (Marina del Rey, Anaheim, Santa Monica and Long Beach).

#### **DISCUSSION:**

City staff is now seeking direction from City Council on whether it likes any of the proposed designs, or elements within. If a design style is selected following the presentation, the Selbert Perkins will refine the wayfinding sign program in conformance with that direction and develop a master plan for implementation. The master plan will include a location plan, wayfinding maps, detailed cost estimates and a recommended phase approach. Once the draft program/master plan is completed, staff will return to City Council for a second review and ultimately approval of the plan. The sign program will then become the basis for all future signage and wayfinding programs implemented throughout the City.

#### **POLICY ALTERNATIVES:**

##### ***ALTERNATIVE # 1:***

Do not select a wayfinding signage style, and instead take no action.

##### **PROS:**

No additional funds will be spent for further project development.

##### **CONS:**

The City's existing identification and wayfinding signage will remain non-uniform, cluttered and lacking a city identity. There will be no standard to follow for the eventual replacement of city signage, and instead will staff default to what is available or preferred at the time the replacement is installed.

#### **PUBLIC OUTREACH/INTEREST:**

The following outreach was conducted for this effort:

- Two Cultural Arts Commission meetings: September 22, 2015 and August 21, 2017.
- Four City Council meetings: April 7, 2015, October 6, 2015, October 20, 2015 and February 2, 2016.
- One meeting with the Downtown Business Improvement District: September 10, 2015.
- Two meetings with the North End Business Improvement District: June 3, 2015, July 1, 2015.
- Online surveys via Open City Hall between June and August, 2015.
- Email survey and interview of public at random.

### **ENVIRONMENTAL REVIEW**

The City has reviewed the proposed activity for compliance with the California Environmental Quality Act (CEQA) and has determined that the activity is not a "Project" as defined under Section 15378 of the State CEQA Guidelines; therefore, pursuant to Section 15060(c)(3) of the State CEQA Guidelines the activity is not subject to CEQA. Thus, no environmental review is necessary.

### **LEGAL REVIEW**

The City Attorney has reviewed this report and determined that no additional legal analysis is necessary.

### **Attachments:**

1. PowerPoint Presentation
2. Selbert Perkins Design Experience
3. Wayfinding Sign Programs from Marina del Rey, Anaheim, Santa Monica and Long Beach