



## Legislation Details (With Text)

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**In control:** City Council Regular Meeting  
**On agenda:** 11/19/2019 **Final action:** 11/19/2019  
**Title:** Consider Approving the Final City of Manhattan Beach Signage and Wayfinding Master Plan and Provide Direction on Implementation of Various Wayfinding Elements (Public Works Director Katsouleas).  
a) APPROVE  
b) DISCUSS AND PROVIDE DIRECTION FOR IMPLEMENTATION

**Sponsors:**

**Indexes:**

**Code sections:**

**Attachments:** 1. Final Master Plan - Citywide Wayfinding Signage Program, 2. PowerPoint Presentation

Date	Ver.	Action By	Action	Result
11/19/2019	1	City Council Regular Meeting	approved	Pass

**TO:**

Honorable Mayor and Members of the City Council

**THROUGH:**

Bruce Moe, City Manager

**FROM:**

Stephanie Katsouleas, Public Works Director

Prem Kumar, City Engineer

Mamerto Estepa Jr., Senior Civil Engineer

**SUBJECT:**

Consider Approving the Final City of Manhattan Beach Signage and Wayfinding Master Plan and Provide Direction on Implementation of Various Wayfinding Elements (Public Works Director Katsouleas).

a) **APPROVE**

b) **DISCUSS AND PROVIDE DIRECTION FOR IMPLEMENTATION**

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**RECOMMENDATION:**

Staff recommends that the City Council approve the final City of Manhattan Beach Signage and Wayfinding Master Plan and provide direction to staff on which elements should be implemented first.

**FISCAL IMPLICATIONS:**

The estimate for citywide implementation of the Signage and Wayfinding Master Plan (Plan) is estimated to be just under \$930,000. However, the elements called for in the Plan can be implemented in phases based on the City's priorities and wayfinding objectives. The estimated cost for implementation of each phase is as follows:

<u>Phase</u>	<u>Estimated Cost</u>
Parking (wayfinding signs, façades)	\$347,184
Identity (monuments, logos, banners)	\$362,515
Regulation Signage	\$114,983
Amenities (light pole art, obelisks)	\$51,013
<u>Miscellaneous Expenses</u>	<u>\$52,080</u>
<b>Total</b>	<b>\$927,775</b>

Note that this estimate only provides a basis for budgeting and is not the actual cost that may be incurred. The cost for implementing any item or phase will ultimately be based on a competitive bid process and may differ from the estimates provided above.

No funding has yet been designated for implementation of signage and wayfinding program. Should City Council direct staff to proceed with wayfinding elements, the Parking Fund may be considered for certain elements related to parking structures and associated wayfinding, as well as the General Fund for broader city signage, if sufficient resources are available.

#### **BACKGROUND:**

In late 2014, staff received direction to evaluate Manhattan Beach sign styles and types, and to develop a cohesive signage program that would better establish a citywide identity. Such signage and wayfinding includes directional, parking and pedestrian signage, monument signs and banners, street signs, murals, etc. As previously discussed, the City's signage lacks a consistent style or theme.

Recall that the overall goals of the Signage and Wayfinding Signage Program are to:

1. Improve the ability of local residents and visitors to easily navigate within 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, economic growth, and development within the City;
5. Provide functionality, attractiveness, legibility, safety, and ease of maintenance; and
6. Clearly delineate City boundaries and give visitors and residents a sense of place.

In April 2015, Selbert Perkins Design was retained to facilitate this effort by assessing 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, providing three Signage Program theme options, and developing a Master Plan based on the City Council-selected design theme.

On October 15, 2015, and again on October 3, 2017, Selbert Perkins Design summarized the City's existing signage program and presented three design themes for consideration for a new wayfinding signage program. The design themes included a Beach Classic theme, a Modern Theme, and an Enhance Existing theme for existing signage. City Council ultimately selected the "Beach Classic" design them for the Signage and Wayfinding Master Plan. City Council then directed staff to develop

material samples in the “Beach Classic” theme; seek feedback on the sign type and material samples from City Commissions and advisory boards; and finalize the Master plan complete with cost estimates and phasing options.

Staff presented various user groups the final Master Plan and an eight-foot prototype of a pedestrian wayfinding sign to showcase the qualities and benefits of the specific sign material selected (aluminum), which is graffiti-proof, weatherproof and resistant to fading and vandalism. The prototype received a host of favorable reviews from the following stakeholder groups:

- Downtown Manhattan Beach Business and Professional Association
- North Manhattan Beach Business Improvement District
- Cultural Arts Commission
- Planning Commission

On June 5, 2018, staff presented the Wayfinding Signage Master Plan and prototype to City Council for final approval. After review of the Master Plan and prototype sign, City Council directed staff to revise the Master Plan with an alternate font and incorporate the blue color found on current City signage. Shortly thereafter, the City also initiated a branding (logo) effort. Staff held off on finalizing the requested changes so that the logo fonts and colors (branding) could be incorporated into the final Wayfinding Master Plan, thus creating a cohesive overall look for the City.

## **DISCUSSION:**

The final Citywide Wayfinding Master Plan includes the following revisions to the previous master plan:

- Spartan MB typeface (which is the primary font in the City’s branding guidelines) to replace Neutraface 2.
- Incorporation of blue on the wayfinding signage, along with a palette of other colors found within the logo.
- Use of the new City logo.

The Master Plan for the Citywide Wayfinding Signage Program identifies all the elements, locations, estimated costs, and phasing options for implementing the new signage. The Plan also include the color palette, fonts, graphic style, types of material to be used, sizing and height specifications, etc. Although the estimate for full implementation is just under \$930,000, the Master Plan proposes rolling out the program in four phases as follows:

- 1. Phase 1 for \$347,184:** Focuses on vehicle and pedestrian directional signage for Downtown, the North End, Bruce’s Beach and major City intersections; sign types include:
  - a. Parking Entrance ID (on parking lots)
  - b. Parking Identity (free standing)
  - c. Parking Identity (post mounted)
  - d. Parking Overhead Direction (signal arms)
  - e. Parking Direction (post mounted)
  - f. Vehicle Direction
  - g. Pedestrian Direction
- 2. Phase 2 for \$362,515:** Focus on City and neighborhood identity signage:

- a. City Identity Monuments
- b. District Identity Banners
- c. Street Identity Overhead (poles)
- d. Street Identity (post mounted)

**3. Phase 3 for \$114,983:** Focuses on regulatory signage:

- a. Regulations (free standing)
- b. Regulations (wall/fence mounted)
- c. Regulations (post mounted)

**4. Phase 4 for \$51,013:** Various Other Signage:

- a. Light Pole Art (banners)
- b. Symbols (e.g. wave, volleyball, surfer)

It is important to note that, once the Signage and Wayfinding style guide is approved by City Council, staff will be implementing the new format as it replaces old and worn signage using operational budget funds. In the interim, staff recommends that City Council approve the final Signage and Wayfinding Master Plan, provide direction on which phases (or sub-phases) should be prioritized for initial implementation, and consider a timeline for rolling out the new signage program. Should City Council decide to implement an entire phase at once, staff will proceed with completing the necessary design work and obtaining accurate quotes, and then seek an appropriation of funds from the Parking Fund and unreserved General Fund as needed.

**PUBLIC OUTREACH:**

The following outreach was conducted for this effort:

- Online surveys via Open City Hall from June to August 2015
- E-mail survey and interviews with members of the public at random
- Six City Council meetings:
  - April 7, 2015
  - October 6, 2015
  - October 20, 2015
  - February 2, 2016
  - October 3, 2017
  - June 5, 2018
- Three Cultural Arts Commission meetings:
  - September 22, 2015
  - August 2, 2017
  - April 16, 2018
- Three North Manhattan Beach Business Improvement District meetings:
  - June 3, 2015
  - July 1, 2015
  - May 2, 2018
- Two Downtown MB Business & Professional Association meetings:
  - September 10, 2015
  - April 12, 2018
- One Parking & Public Improvements Commission meeting

- April 26, 2018
- One Planning Commission meeting
  - May 23, 2018

**ENVIROMENTAL 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. Final Master Plan - Citywide Wayfinding Signage Program
2. PowerPoint Presentation