



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: March 1, 2011
To: Honorable Members of the City Council
From: Alan Schneider, Director of Project Administration
Allen M. Rubenstein, Project Manager *AMR*
Subject: Wayfinding Signage Design Presentation
Attachments: None

INTRODUCTION

This report is provided to present staff's progress in developing a signage program to address future needs and longstanding issues at the Civic Center. The Civic Center area will shortly gain two new facilities: the Crescent Garage and the Annenberg Center, and as such a wayfinding signage program will be an important component to lead a visitor to public facilities in the complex.

The Crescent Garage has a major driveway in front of City Hall, which may mislead visitors to erroneously believe that it is the most convenient parking to use to visit City Hall and other the Civic Center buildings. There are also no obvious pedestrian guideposts between the garage and the Civic Center. This has created a need for additional clear vehicular and pedestrian signage.

It also became evident that the existing Civic Center signage was not as clear to a new visitor as one would hope. For example, there is no Library signage visible to motorists from the major surrounding streets, and the Library entrance is not easily found.

In response to these needs a wayfinding study of the Civic Center was undertaken. "Wayfinding" being the term that is used for the way signs are collectively used to guide a visitor from one place to another.

DISCUSSION

The Civic Center consists primarily of City Hall, Police and Fire Stations, and the Library. Adjacent are related facilities, which include the Annenberg Center, two public garages,

and the Municipal court. These eight facilities are further complicated by a multiplicity of columns, alternate building entrances, and indirect pathways.

Existing wayfinding is accomplished by directional signs that lead from point A to point B, and on to the next destination, which is not initially known to the visitor. This uncertainty, and the need for many signs, detract from the architecture and are less than desirable. Adding more signs without evaluating a comprehensive program would only make the situation worse.

These issues warranted rethinking both pedestrian and vehicular signage in the Civic Center. For this task, Follis Design was engaged to develop the program. They are the graphics consultant who provided the wayfinding for many multiple destination facilities, including the Getty Center. With their assistance a concept emerged.

The key principle underlying the proposed Civic Center wayfinding is to identify the destination as early as possible in the path of travel. Travelers to City Hall, for example, see the tower from afar when driving, and again on foot. Similar identification of the Library, Police and Fire facilities can be achieved with strategically placed signage, which will serve as a visual guide both to motorists and pedestrians.

These are further reinforced by maps with directional-assist wording when the visitor is on foot so that they are fully oriented even before leaving the immediate vicinity of either garage. Occasional additional signs would serve as reinforcement.

The proposed wayfinding program consists of two phases. Phase one will provide sufficient signage to significantly improve building identification and guidance. Phase two may add additional supplemental signage, as needed.

Staff proposes to present visuals to illustrate the thought process and the preliminary overall concept for Council consideration.

FISCAL IMPACT

The phase one wayfinding program can be provided without additional funding beyond the current Crescent Garage and wayfinding budgets.

If the City Council approves the concept, staff will further develop the project documentation including necessary implementation budget and return for approval.

RECOMMENDATION

For informational purposes only.

 David D. Gustavson 
Approved By