CITY OF BEVERLY HILLS
STAFF REPORT

Meeting Date: June 7, 2012

To: Honorable Members of the City Council

From: Alan Schneider, Director of Project Administration

Subject: Civic Center Wayfinding Signage Project Update

Attachments: Graphic Signage Images

INTRODUCTION

Staff presented a wayfinding program to the City Council in March 2011 that discussed the Civic Center signage required to avoid confusion between the Crescent and the Civic Center garages. The goal was to identify the Civic Center Garage as the primary facility for the Civic Center and the Crescent Garage as a parking structure to serve the business district and the future Annenberg Theater.

It also undertook to correct long standing signage deficiencies in the Civic Center, which included the lack of adequate Library and Police identification. New visitors often have difficulty finding it because it is not clearly identifiable from any distance.

DISCUSSION

The greater Civic Center consists of eight facilities, including all of the City buildings, the Annenberg Center, two public garages, and the Municipal court. These are further complicated by a multiplicity of columns, alternate building entrances, and indirect pathways.

The lack of clarity warranted rethinking both pedestrian and vehicular signage in the Civic Center complex. Follis Design was engaged to develop the program. They are the graphics consultant who provided the wayfinding for the Getty Center and with their assistance a design concept emerged. The design presented was reviewed and supported by staff from Community Services (Steve Zoet and Nancy Hunt-Coffey), Police (Chief Snowden), City Manager's office (David Lightner) and Project Administration (Alan Schneider and Allen Rubenstein).

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 as a pedestrian. A hierarchy of signage was developed to achieve the same purpose: to be visible from the car and on foot. These are monuments and pylons, supplemented by pedestrian maps and directional signs.

Based on the Council's direction last year, a number of signs are already in place including the monument at the entrance of the Crescent Garage and the wayfinding signs for pedestrians.

Council Subcommittee
In January 2012, staff met with the Council subcommittee, Mayor Brien and Vice Mayor Mirisch to obtain further guidance on the extent of the program. Staff presented a full-size mock up of a pylon sign to be placed by the Library for consideration. It was concluded that the subcommittee supported the proposal but directed that the proposal be brought to the full Council for consideration, as follows:

- One monument sign each for the Police Facility (replacing the existing), the Library (at the corner of South Santa Monica Boulevard and Rexford Drive), and the Civic Center garage (replacing the existing). These would be similar in design to the existing monument at the Crescent Garage.

- Two pylons on Rexford Drive to mark the entrances to the Library and the Police Facility. These would be strategically placed to serve as a visual guide to the Library and Police for both to motorists and pedestrians. It is anticipated that increased Library traffic will be generated by the new children's library.

- Civic Center signage on the bridge.

Attached are images of the proposed signs endorsed by the Council subcommittee.

During the subcommittee wayfinding discussion, an idea was raised by Vice Mayor Mirisch to consider a distinctive typeface that would be exclusively used by Beverly Hills on all signage. This subject was posed to the City Attorney's office and their opinion, in part is as stated: "*According to a House of Rep Report and a federal case, the design of a "typeface" (e.g., times new roman) is not copyrightable. A typeface is not a copyrightable "pictorial, graphic, or sculptural work". Rather its intrinsic utilitarian function is for use in composing text".* Scalable fonts, as developed for companies like Adobe can be copyrighted. This is a very specialized field, so an intellectual property/patent attorney would need to be consulted if the City Council desires the City Attorney to look into this further.

FISCAL IMPACT

The initial signage installation completed was funded by the Crescent Garage capital improvement project (CIP). The remaining proposed signage is estimated at $130,000 including fabrication and installation, and has been budgeted in the fiscal year 2011-12 CIP budget, Project #0920, Civic Center Wayfinding Signage.

RECOMMENDATION

If the City Council approves the signage design package, an amendment to the consultant's agreement in the not to exceed amount of $50,000 for preparation of

detailed plans and specifications will be processed. Staff will then issue the documents for bidding and return a contract for approval.

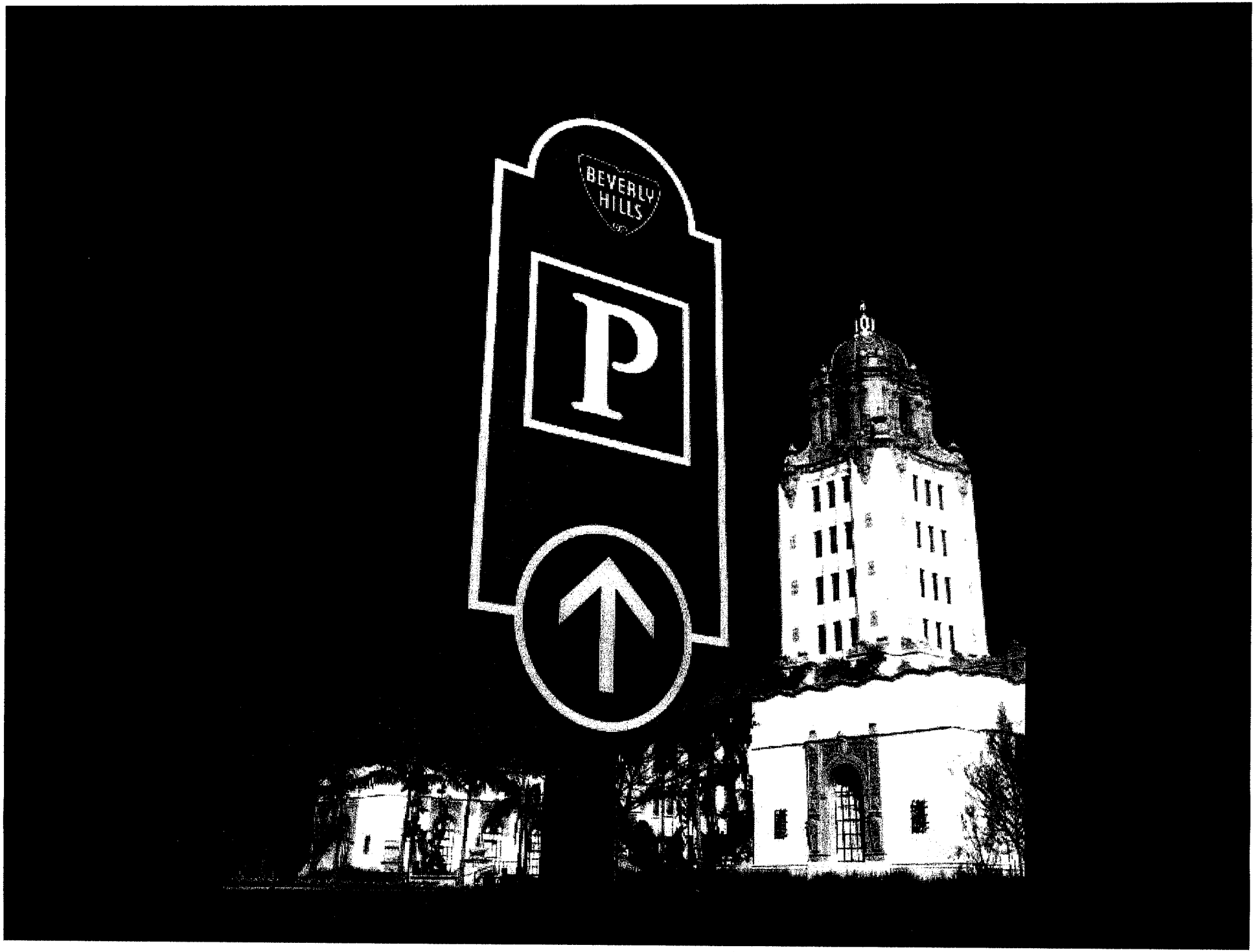
Staff recommends that the City Council approve the wayfinding signage design and to proceed to acquire bid proposals for the procurement and installation of the signage.

David D. Gustavson
Approved By

Attachment 1

CIVIC CENTER

WAYFINDING


BEVERLY
HILLS
P

P
BEVERLY HILLS
450 NORTH CRESCENT DRIVE

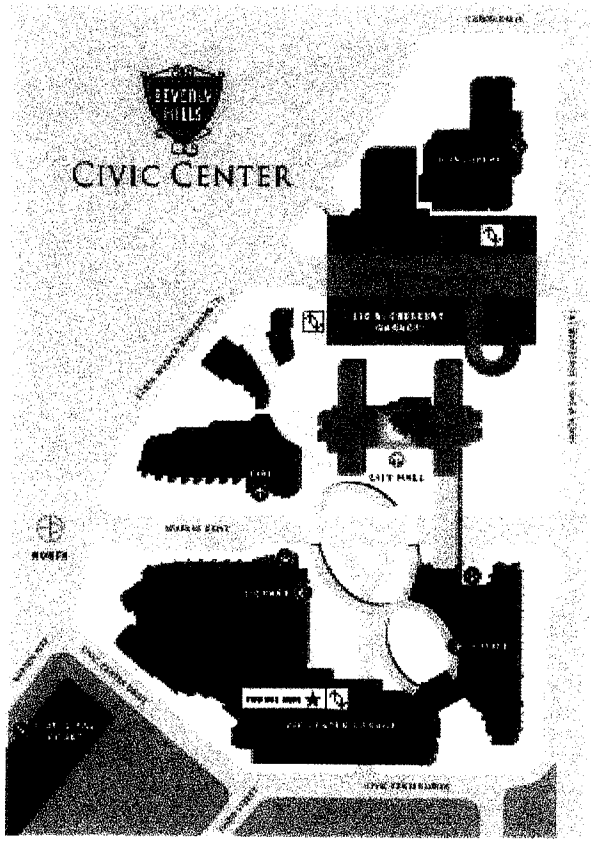
CITY HALL
Cross Rexford Drive

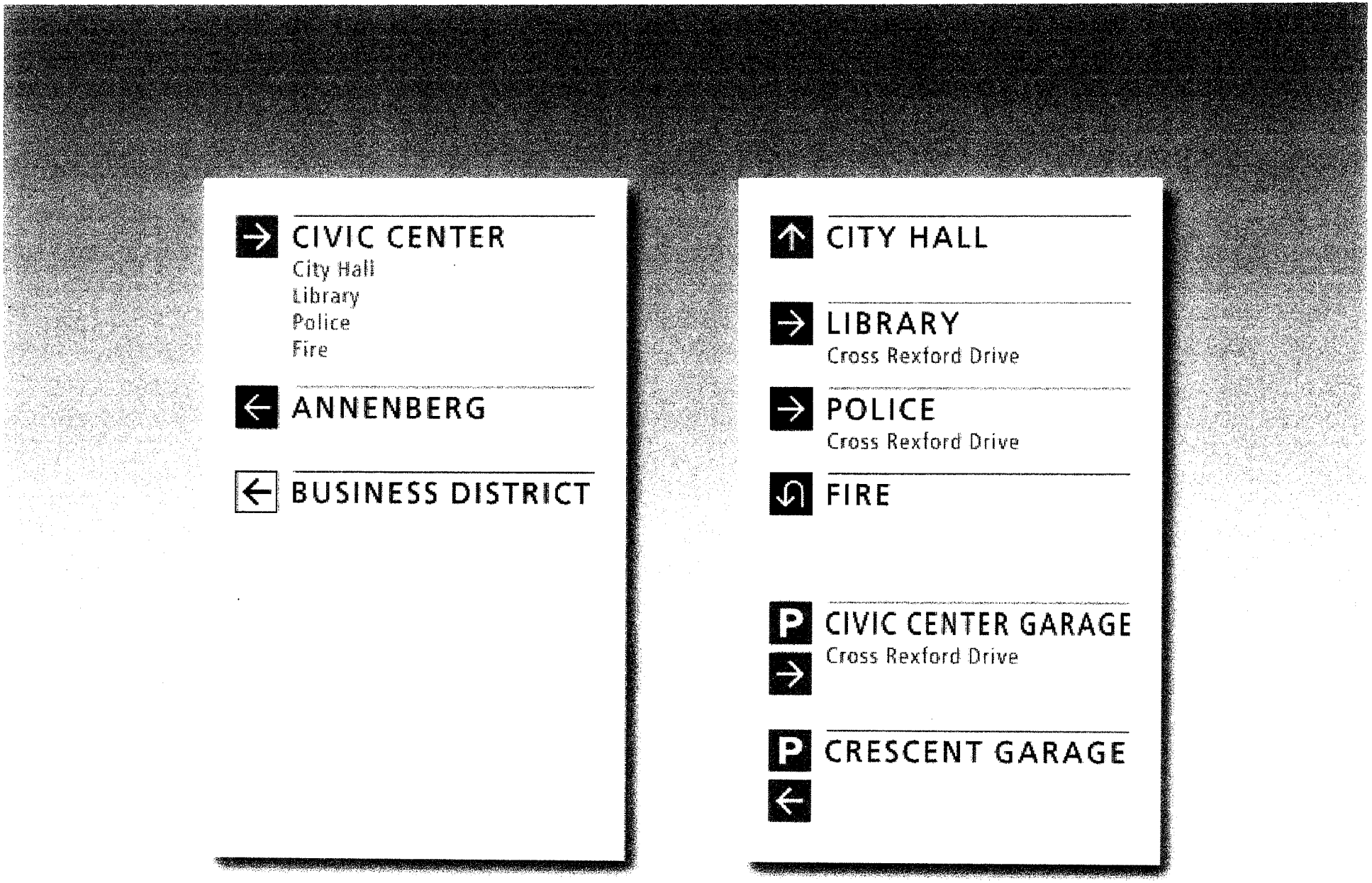
LIBRARY
ATM & Coffee Shop

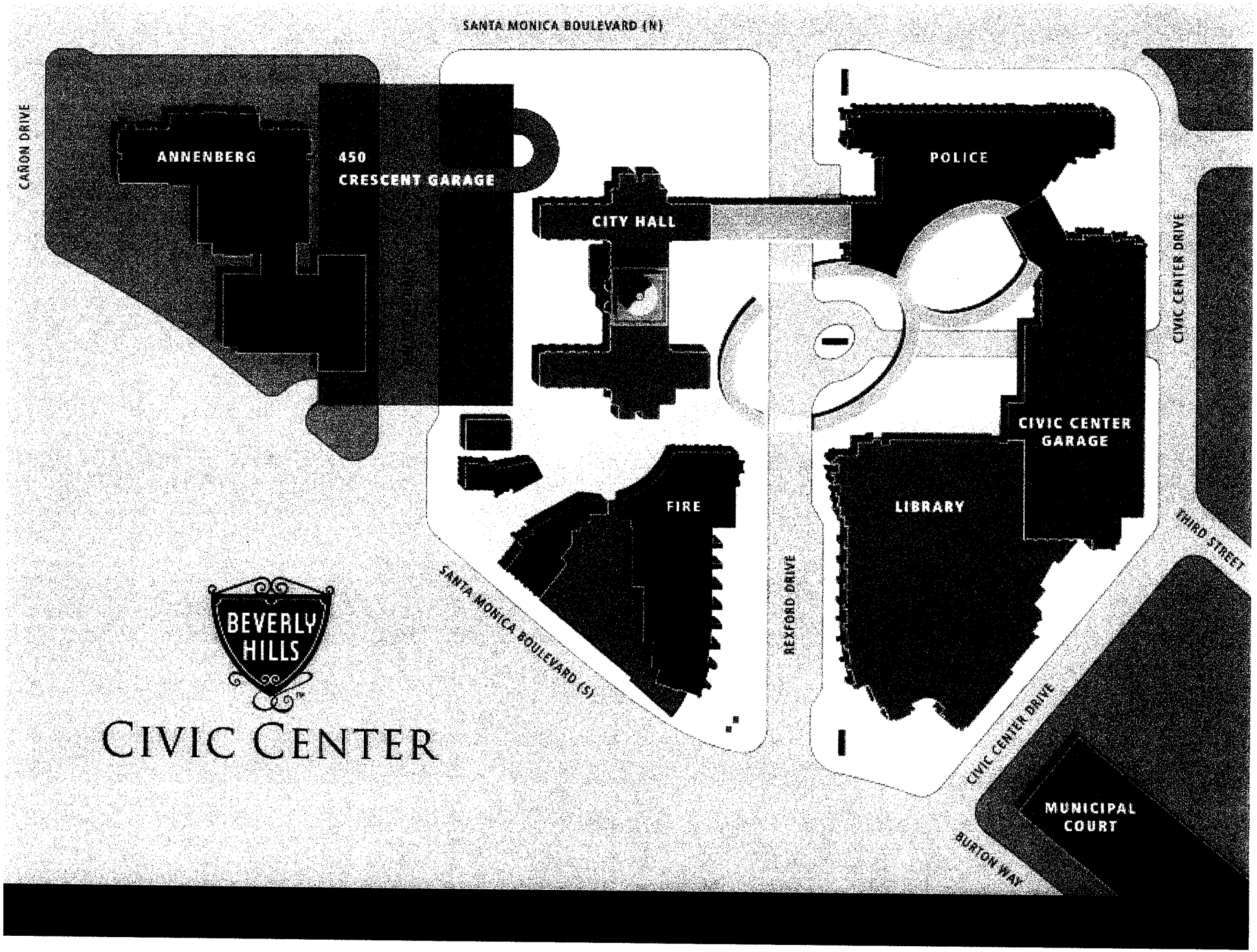
POLICE

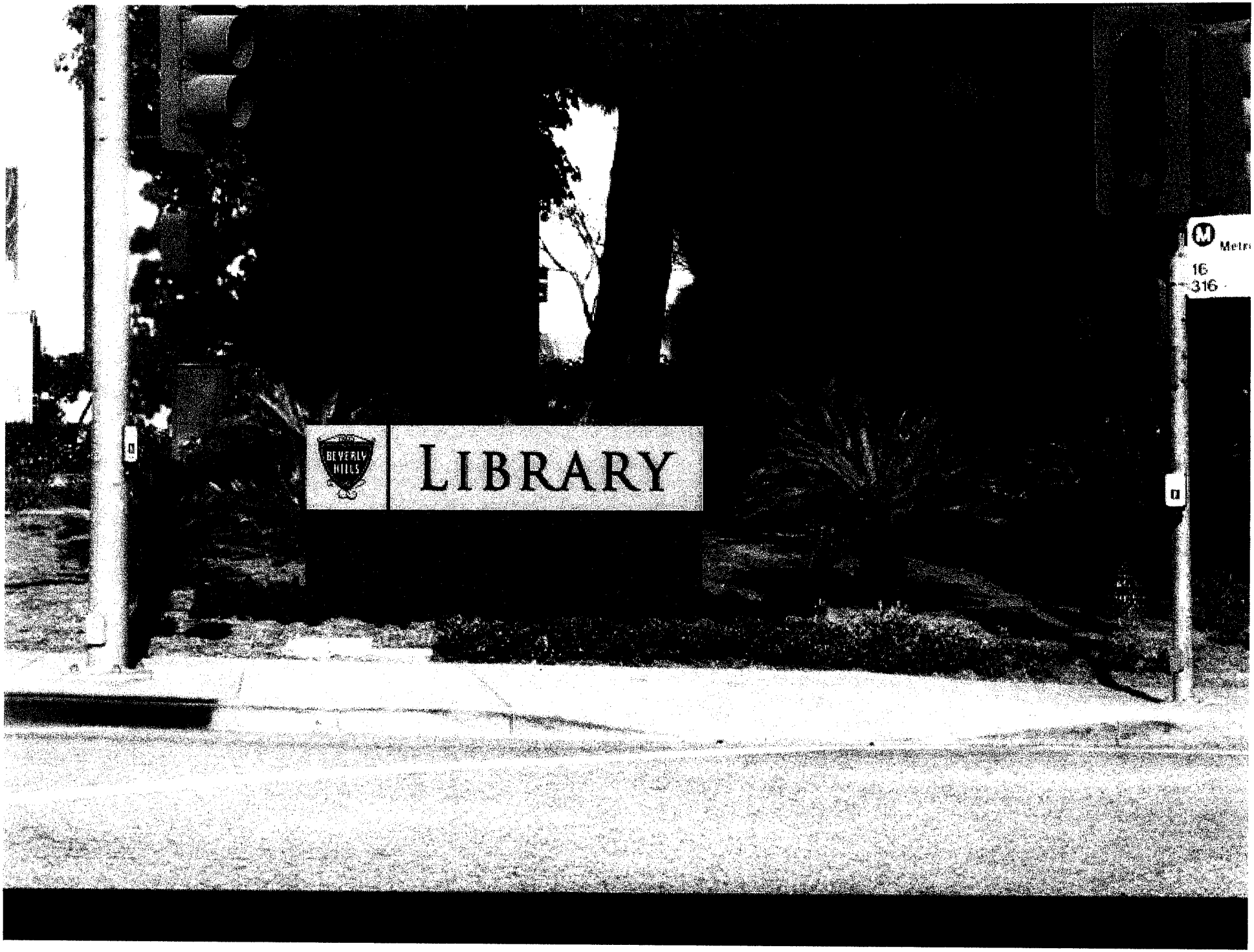
FIRE
Cross Rexford Drive

MUNICIPAL COURT




CIVIC CENTER
City Hall
Library
Police
Fire
ANNENBERG
BUSINESS DISTRICT
CITY HALL
LIBRARY
Cross Rexford Drive
POLICE
Cross Rexford Drive
FIRE
CIVIC CENTER GARAGE
Cross Rexford Drive
CRESCENT GARAGE


SANTA MONICA BOULEVARD (N)
CAÑON DRIVE
ANNENBERG
450
CRESCENT GARAGE
CITY HALL
POLICE
CIVIC CENTER DRIVE
CIVIC CENTER
GARAGE
FIRE
LIBRARY
THIRD STREET
SANTA MONICA BOULEVARD (S)
REXFORD DRIVE
CIVIC CENTER DRIVE
MUNICIPAL
COURT
BURTON WAY
BEVERLY
HILLS
CIVIC CENTER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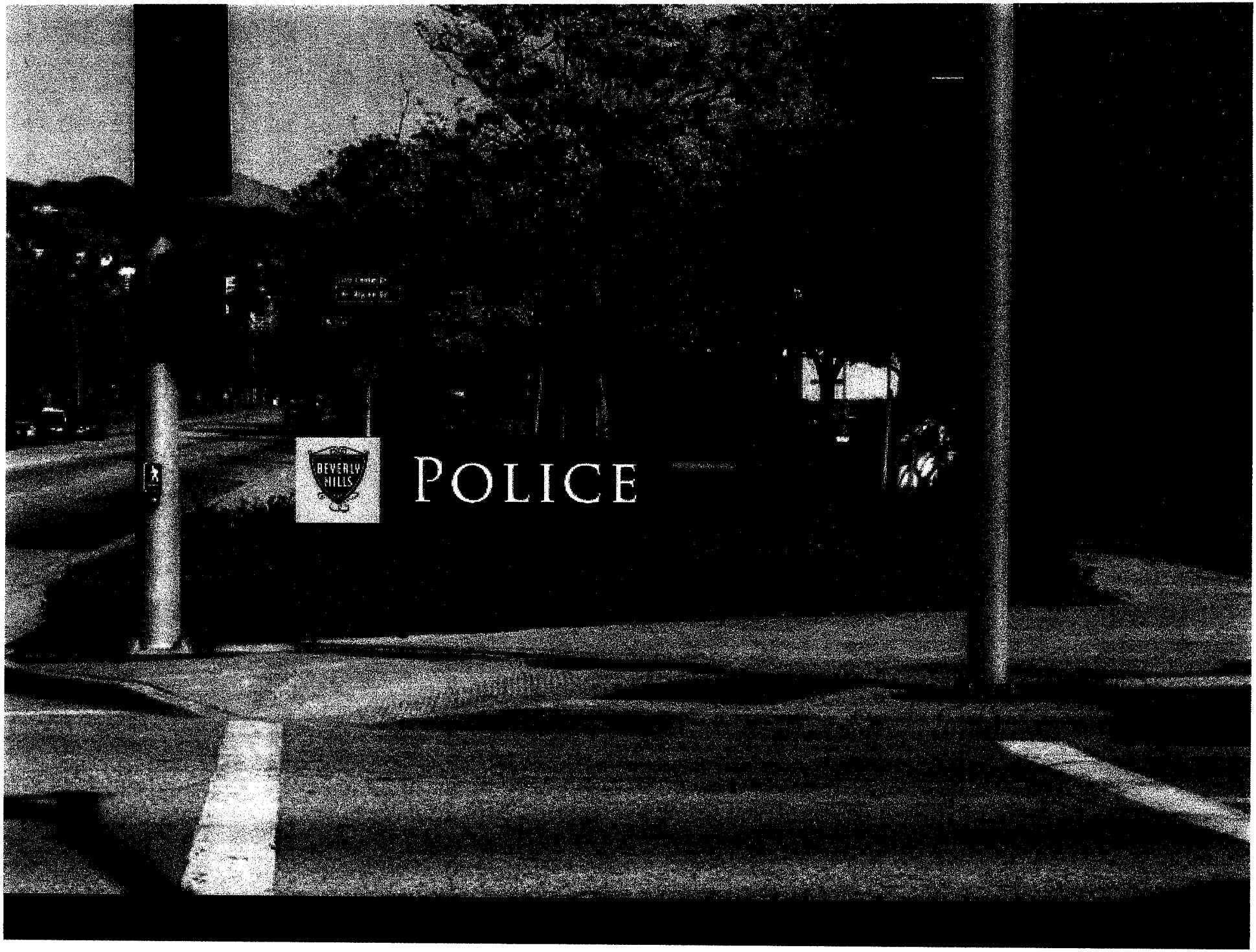
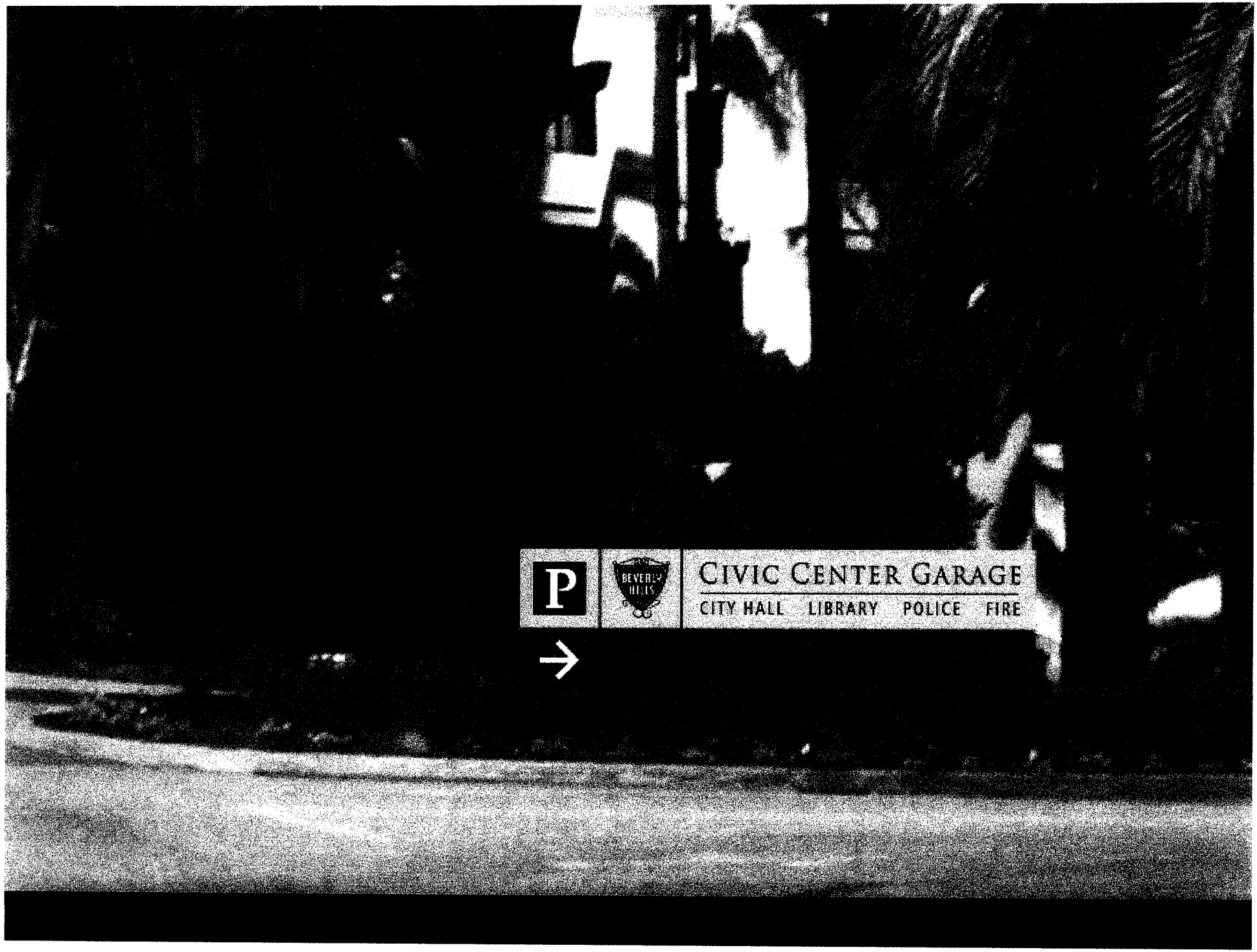
16
316


BEVERLY HILLS
POLICE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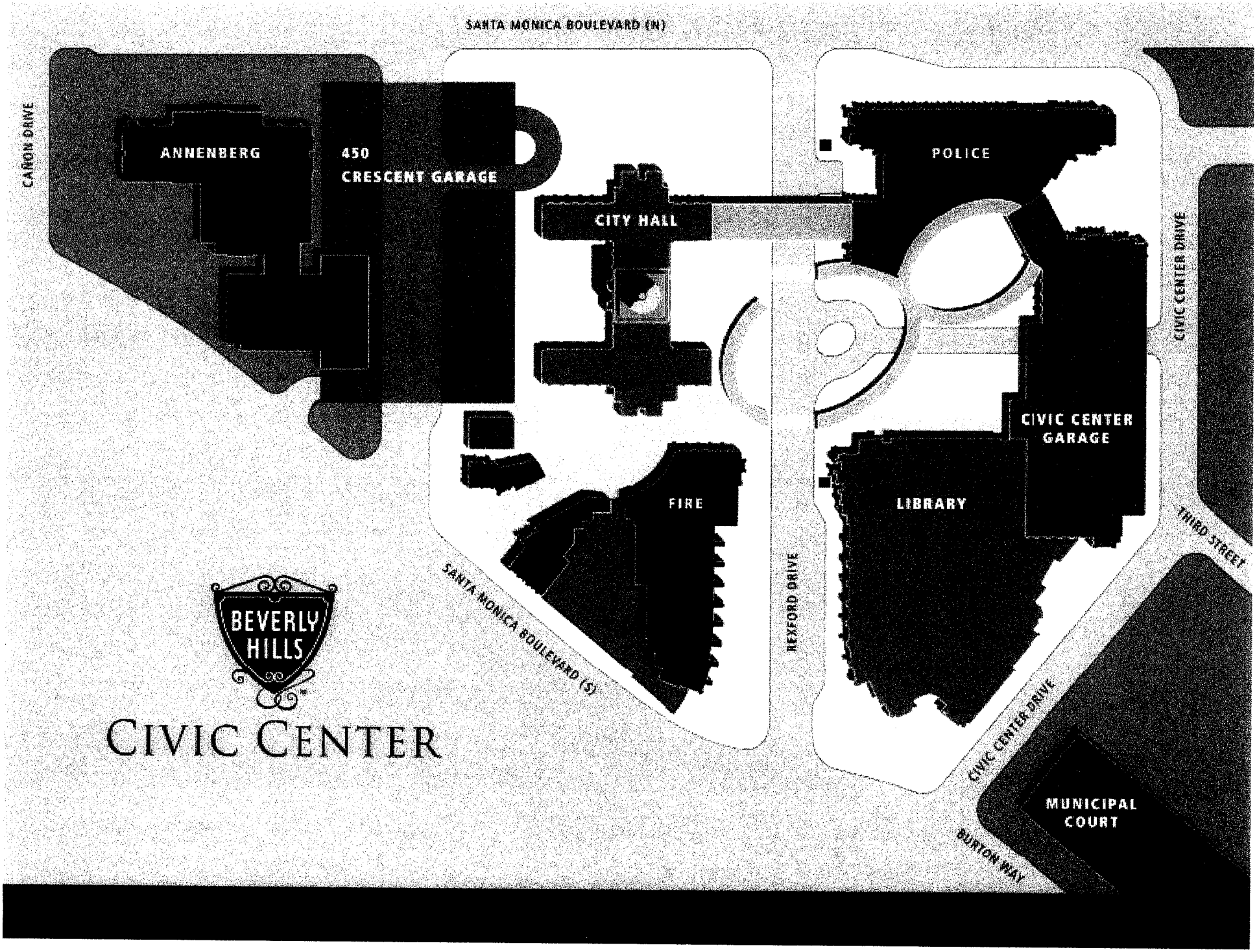
BEVERLY HILLS
CIVIC CENTER GARAGE
CITY HALL LIBRARY POLICE FIRE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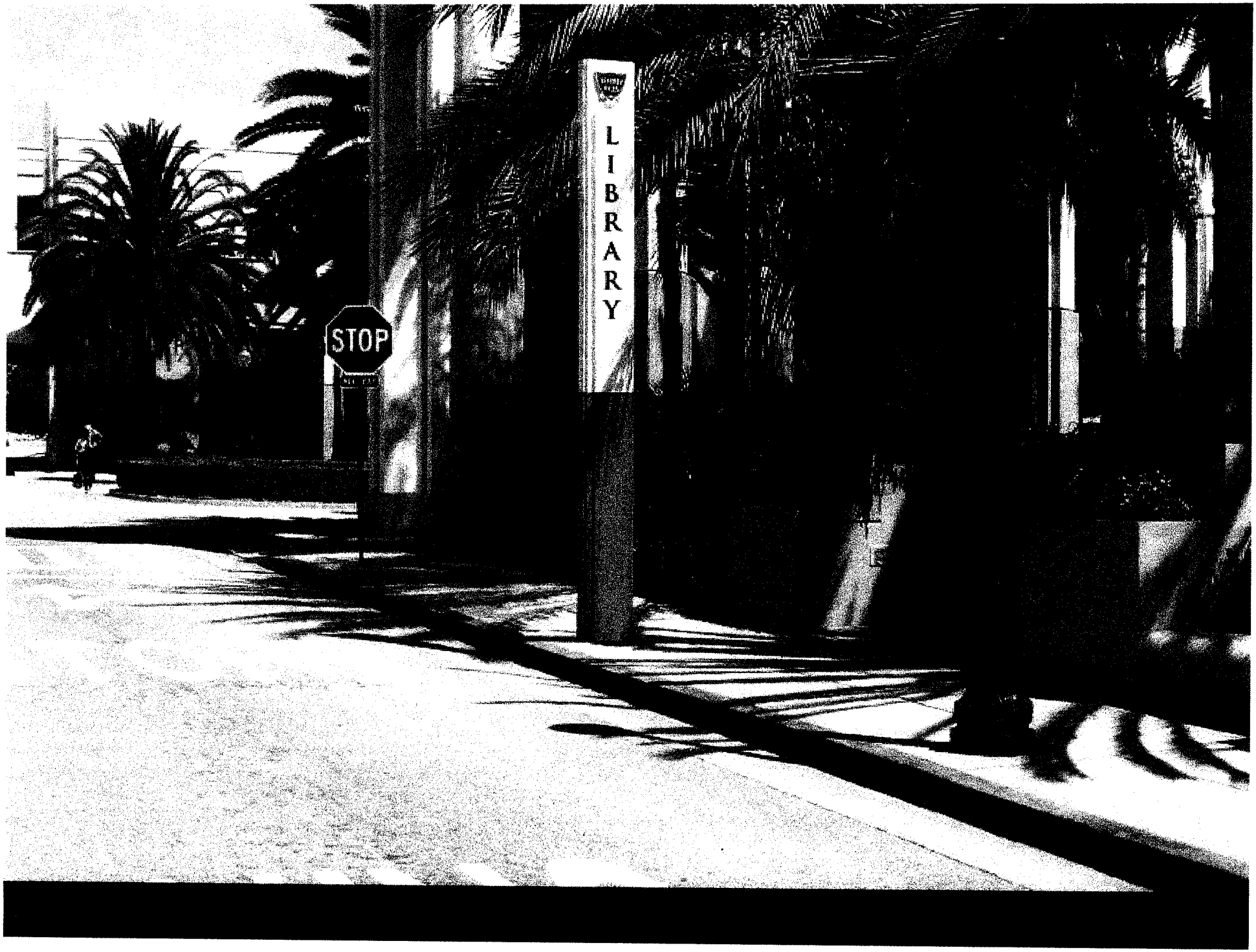
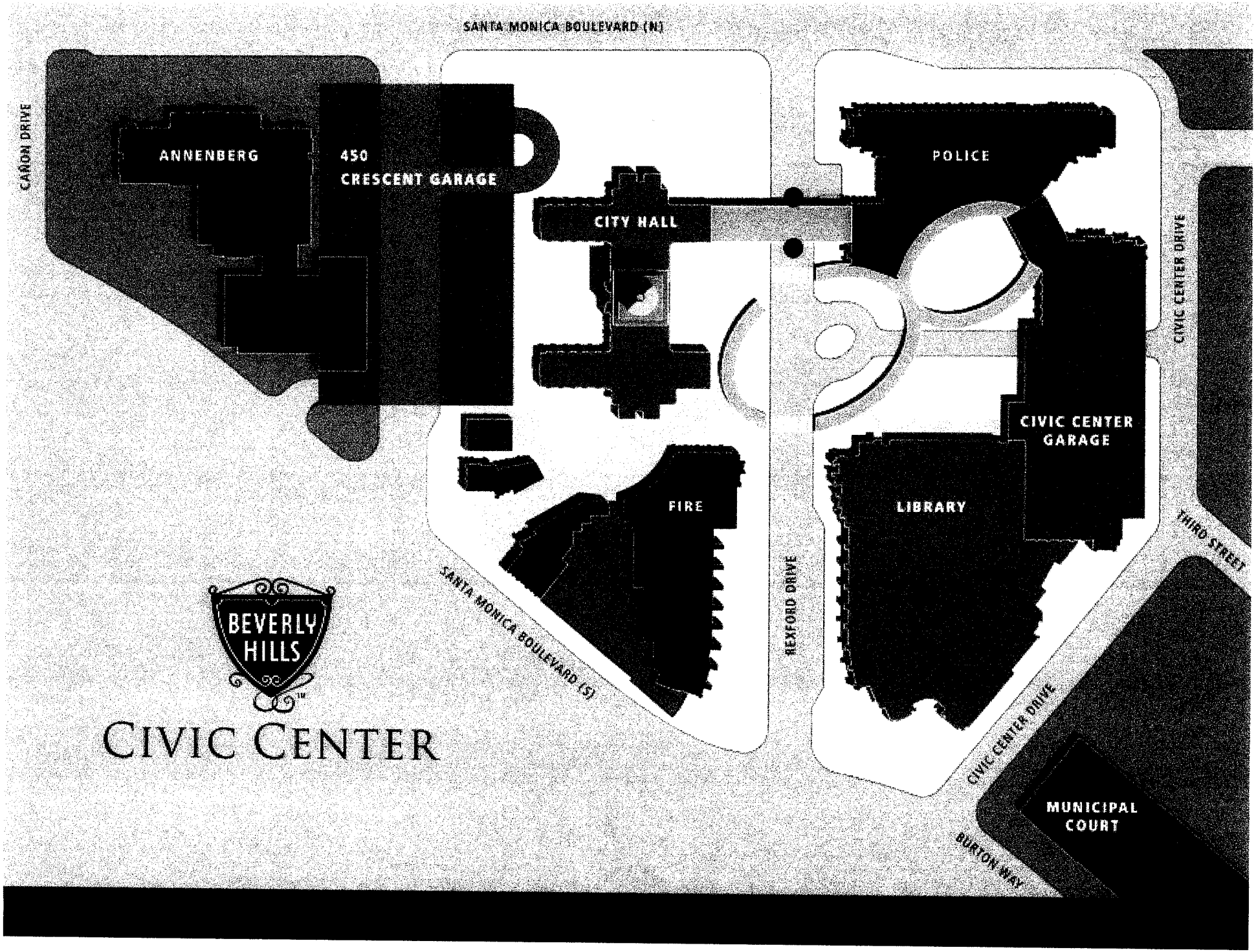

LIBRARY
STOP

POLICE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CIVIC CENTER

BEVERLY
HILLS
STOP