



STAFF REPORT

Meeting Date: February 5, 2013
To: Honorable Mayor & City Council
From: Megan Roach, Marketing & Economic Sustainability Manager 
Subject: Citywide Wayfinding Signage Program
Attachments: 1. Presentation

INTRODUCTION

In March 2012 the City's Small Business Task Force presented a report to the City Council with recommendations to retain and attract businesses to Beverly Hills. As part of that report, the Task Force recommended the City Council allocate funding to develop a citywide wayfinding directional signage program for the City's key commercial areas.

Currently, the City does not have a signage program that effectively directs visitors to attractions in the City. An effective directional signage program provides an important first impression of Beverly Hills by helping a person determine where they are, where they want to go and how to go about getting there.

In addition, the Visitor Center at 9400 Santa Monica Blvd. has become the gateway into the city for visitors from all over the world. One of the goals of the new wayfinding program is to direct individuals to the Visitor Center to learn more about unique experiences in Beverly Hills, including restaurants, hotels, shopping, and dining.

DISCUSSION

In 2011, the City engaged Follis Design to develop new directional signage for the Civic Center campus. City staff felt it was important to maintain design consistency with the Civic Center program so staff engaged Follis Design to develop design concepts for the citywide signage program. The citywide wayfinding program includes pedestrian and vehicular signs, as well as new visitor information signs for four City parking structures.

The wayfinding signage program is designed to meet the needs of visitors, residents and businesses by enhancing visitors' and locals' ability to easily navigate the City's commercial areas and find desired destinations. The second program objective is to

increase visitor awareness of the Visitor Center and other key points of interest in the City's business triangle.

Over the past several months, City and representatives from the Beverly Hills Conference & Visitors Bureau ('BHCVB') met with Grant Follis, Principal of Follis Design, to develop graphic sign images and sign locations for the wayfinding program. The sign images and proposed locations are included in the presentation as Attachment No. 1 to this report. Appropriate destinations for the signage were determined after a thorough review of common destinations, iconic monuments, and restaurants. The destinations on each sign vary depending on the sign location; however, they will be selected from the following destinations list:

- Annenberg
- Beverly Hills Sign
- Civic Center
- Department Stores (Wilshire)
- Restaurants (Beverly & Canon)
- Rodeo Drive
- South Beverly
- Visitor Center

In addition, there was a strong desire by the City and BHCVB to replace outdated visitor information maps located in four of the City's parking structures (Civic Center, La Cienega, South Beverly, and 345 N. Beverly Drive). Follis Design has prepared a new visitor information sign template, which includes a map and corresponding points of interest. The sign template is included in the presentation attached to this report.

FISCAL IMPACT

The Fiscal Year 2012-13 Capital Improvement Program Budget includes CIP No. 939 'Small Business Streetscape', which includes a total budget this fiscal year of \$340,000, with \$200,000 specifically earmarked for the citywide wayfinding signage program.

RECOMMENDATION

Staff recommends that the City Council approve the wayfinding signage design concepts. Staff would then prepare the design specifications package and return to the City Council for approval. The design documents would be used to acquire bid proposals for the fabrication and installation of the signage.

Mahdi Aluzri
Approved By



Attachment 1



Citywide Wayfinding Signage Program

February 5, 2013



Background

- Follow up on Small Business Task Force recommendation
- Currently, Beverly Hills does not have a wayfinding program that effectively directs visitors to attractions in City
- Need for signage to direct people to Visitor Center
- Funding available in FY 2012/13 CIP Budget



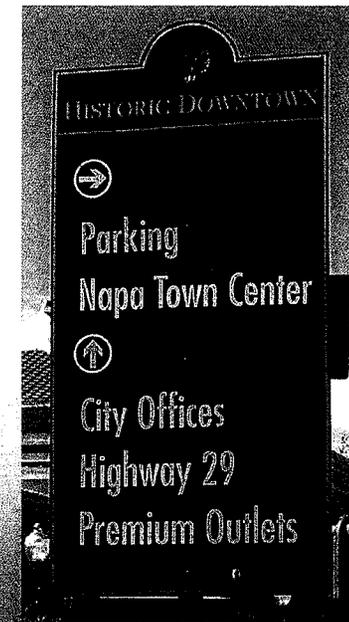
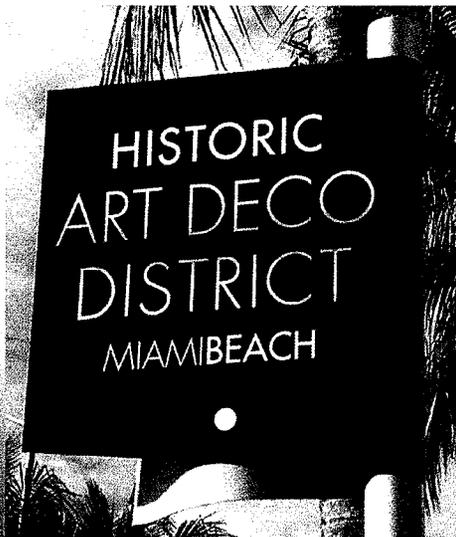
Background

- Effective directional signs or 'wayfinding' systems
 - Help a person know where they are
 - Where they want to go
 - How to go about getting there
- Provides an important first impression of Beverly Hills
 - Attractive
 - Functional
 - Easy to understand



Background

- Many tourist destinations have effective signage programs
 - Miami
 - Newport Beach
 - Napa





Project Goals

- Enhance visitors' and locals' ability to easily navigate the City's commercial areas and find desired destinations
- Direct individuals to Visitor Center and other key points of interest in City's business triangle
- Raise community and visitor awareness of Visitor Center



Process

- City staff engaged Follis Design to develop design concepts
 - Pedestrian, vehicular and visitor information signage
 - Design consistency with Civic Center campus
- Input from Conference & Visitors Bureau
- Destinations Selection Process
 - Common destinations
 - Iconic monuments
 - Restaurants



Signage Destinations

- Annenberg
- Beverly Hills Sign
- Civic Center
- Department Stores (Wilshire)
- Restaurants (Beverly & Canon)
- Rodeo Drive
- South Beverly
- Visitor Center

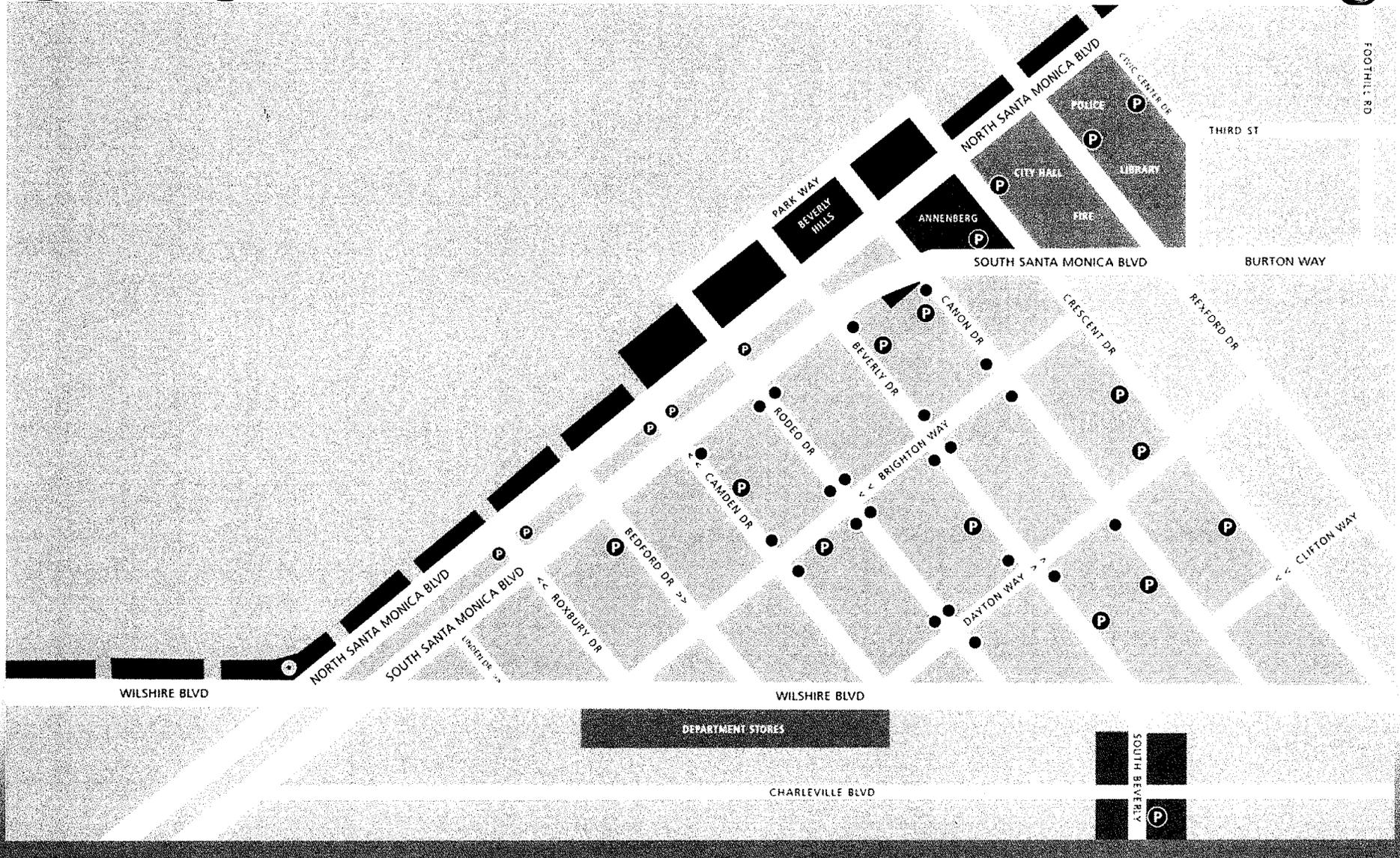


Sample Sign



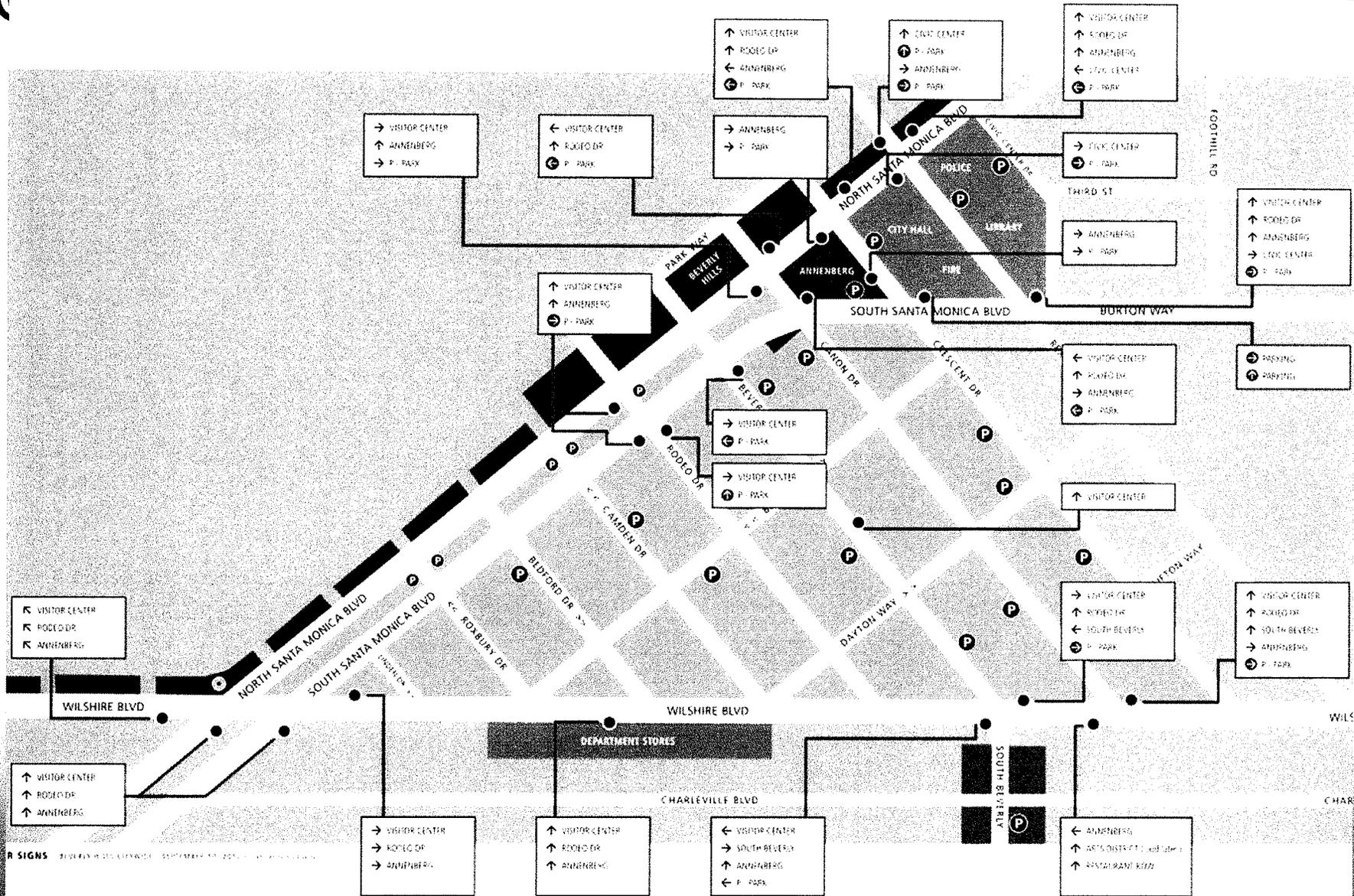


Proposed Pedestrian Sign Locations





Proposed Vehicular Sign Locations



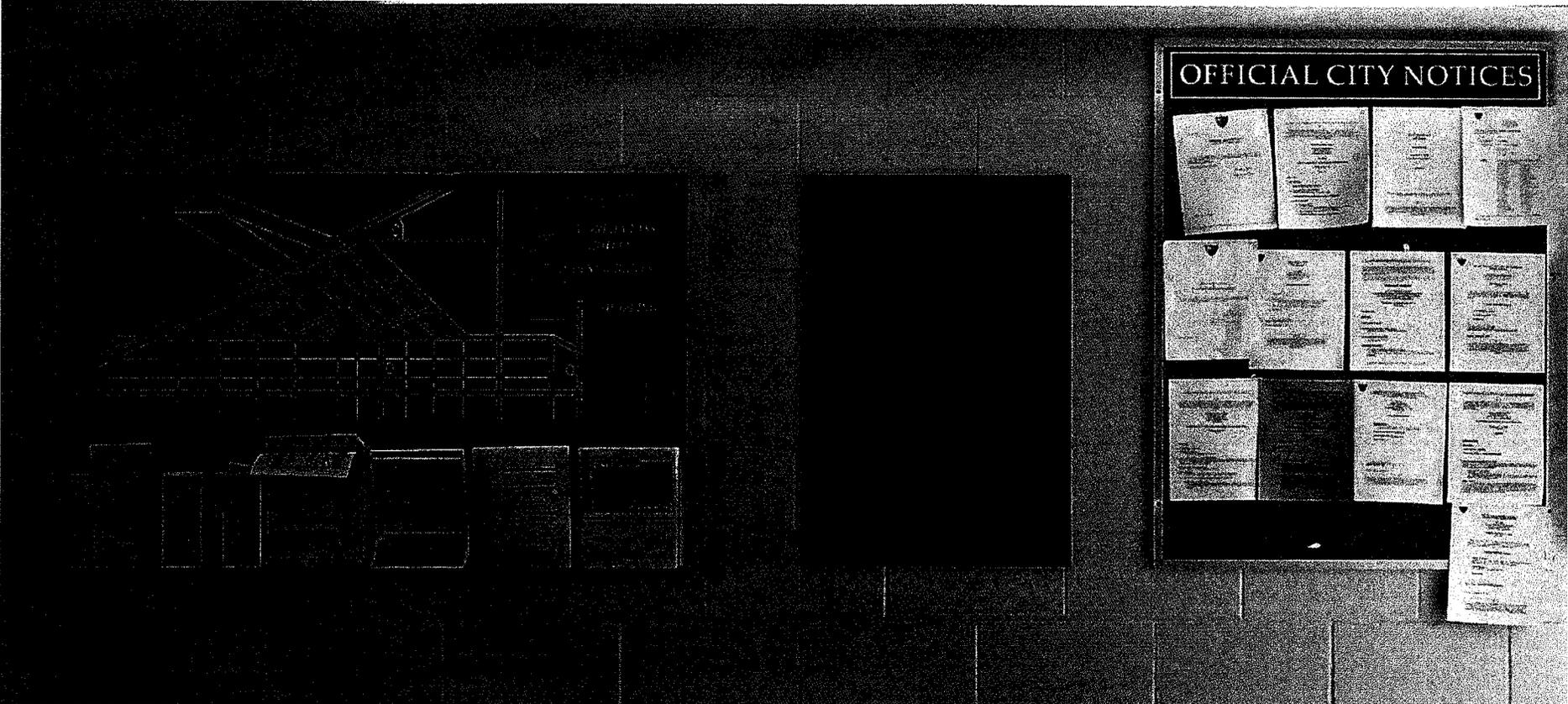


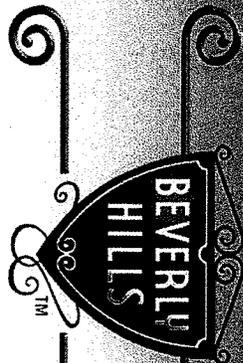
Visitor Information Signs

- Replace outdated visitor signs in 4 City parking structures
 - Civic Center
 - La Cienega
 - South Beverly
 - 345 N. Beverly Drive (*Williams Sonoma lot*)



Existing Visitor Sign





Existing Visitor Sign



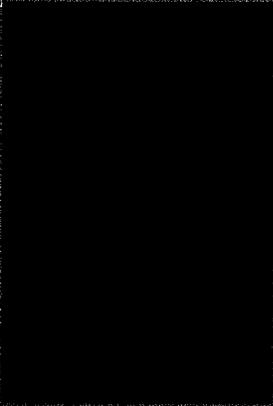
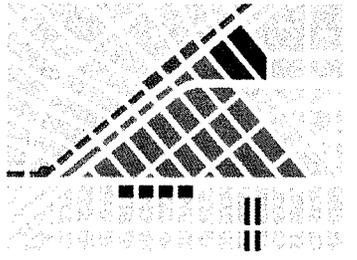


Proposed New Visitor Sign

WELCOME


VISITOR INFORMATION

- City Office Hours
- City Website
- City Council Meetings
- City Clerk
- City Engineer
- City Manager
- City Planning Department
- City Public Works Department
- City Police Department
- City Fire Department
- City Library
- City Parks and Recreation Department
- City Housing Department
- City Health Department
- City Social Services Department
- City Department of Public Safety
- City Department of Community Development
- City Department of Cultural Affairs
- City Department of Economic Development
- City Department of Environmental Services
- City Department of Finance
- City Department of Information Technology
- City Department of Legal Affairs
- City Department of Public Works
- City Department of Transportation
- City Department of Utilities
- City Department of Veterans Affairs
- City Department of Youth and Family Services



OFFICIAL CITY NOTICES



Proposed New Visitor Sign



VISITOR INFORMATION

POINTS OF INTEREST

- 1** **VISITOR CENTER**
1400 N. Hollywood Blvd.
Beverly Hills, CA 90210
310.359.3333
 www.beverlyhills.com
www.visitbeverlyhills.com
- 2** **ACADEMY OF MOTION PICTURE ARTS & SCIENCES**
1633 Wilshire Blvd.
Tel: 310.277.1000
www.ampas.com
- 3** **WALLIS ANNENBERG CENTER FOR THE PERFORMING ARTS**
100 N. Wilshire Blvd.
- 4** **SOUTH BEVERLY DRIVE**
Between Wilshire & Wilcox
- 5** **BEVERLY GARDENS PARK**
17174 Wilshire Blvd.
- 6** **BEVERLY HILLS SIGN**
101 N. Wilshire Blvd.
Beverly Hills, CA 90210
- 7** **DEPARTMENT STORE ROW**
1400 N. Hollywood Blvd.
Beverly Hills, CA 90210
- 8** **FARMERS MARKET**
201 N. Wilshire Blvd.
Beverly Hills, CA 90210
- 9** **GREYSTONE MANSION & PARK**
415 N. Wilshire Blvd.
Tel: 310.277.1000
www.visitbeverlyhills.com
- 10** **9-11 MEMORIAL GARDEN**
21 N. Wilshire Blvd.

POINTS OF INTEREST

- 11** **O'NEIL HOUSE**
107 N. Wilshire Blvd.
- 12** **THE PALLY CENTER FOR MEDIA**
400 N. Wilshire Blvd.
Beverly Hills, CA 90210
Tel: 310.277.1000
- 13** **RESTAURANT ROW**
Between Wilshire & Wilcox
- 14** **RODEO DR.**
Between Wilshire & Wilcox
- 15** **TROLLEY TOUR**
Between Wilshire & Wilcox
- 16** **TWO RODEO**
Between Wilshire & Wilcox
- 17** **WALK OF STYLE**
Between Wilshire & Wilcox
- 18** **HILL ROGERS PARK**
107 N. Wilshire Blvd.
- 19** **WITCHES HOUSE**
107 N. Wilshire Blvd.

HOTELS

- 1** **AVALON HOTEL BEVERLY HILLS**
1400 N. Hollywood Blvd.
310.277.1000
- 2** **THE BEVERLY HILLS HOTEL & BUNGALOWS**
1400 N. Hollywood Blvd.
310.277.1000
- 3** **THE BEVERLY HILTON**
1400 N. Hollywood Blvd.
310.277.1000
- 4** **BEVERLY WILSHIRE HOTEL**
1400 N. Hollywood Blvd.
310.277.1000
- 5** **CRESCENT BEVERLY HILLS**
1400 N. Hollywood Blvd.
310.277.1000
- 6** **HOTEL BEVERLY TERRACE**
1400 N. Hollywood Blvd.
310.277.1000
- 7** **HOTEL DEL FLORES**
1400 N. Hollywood Blvd.
310.277.1000
- 8** **L'ERMITAGE BEVERLY HILLS**
1400 N. Hollywood Blvd.
310.277.1000
- 9** **LUXE RODEO DRIVE HOTEL**
1400 N. Hollywood Blvd.
310.277.1000
- 10** **MAISON 140**
1400 N. Hollywood Blvd.
310.277.1000
- 11** **MONTAGE BEVERLY HILLS**
1400 N. Hollywood Blvd.
310.277.1000

HOTELS

- 12** **THE MOSAIC HOTEL**
1400 N. Hollywood Blvd.
310.277.1000
- 13** **THE PENINSULA BEVERLY HILLS**
1400 N. Hollywood Blvd.
310.277.1000
- 14** **THOMPSONS BEVERLY HILLS**
1400 N. Hollywood Blvd.
310.277.1000

CIVIC CENTER

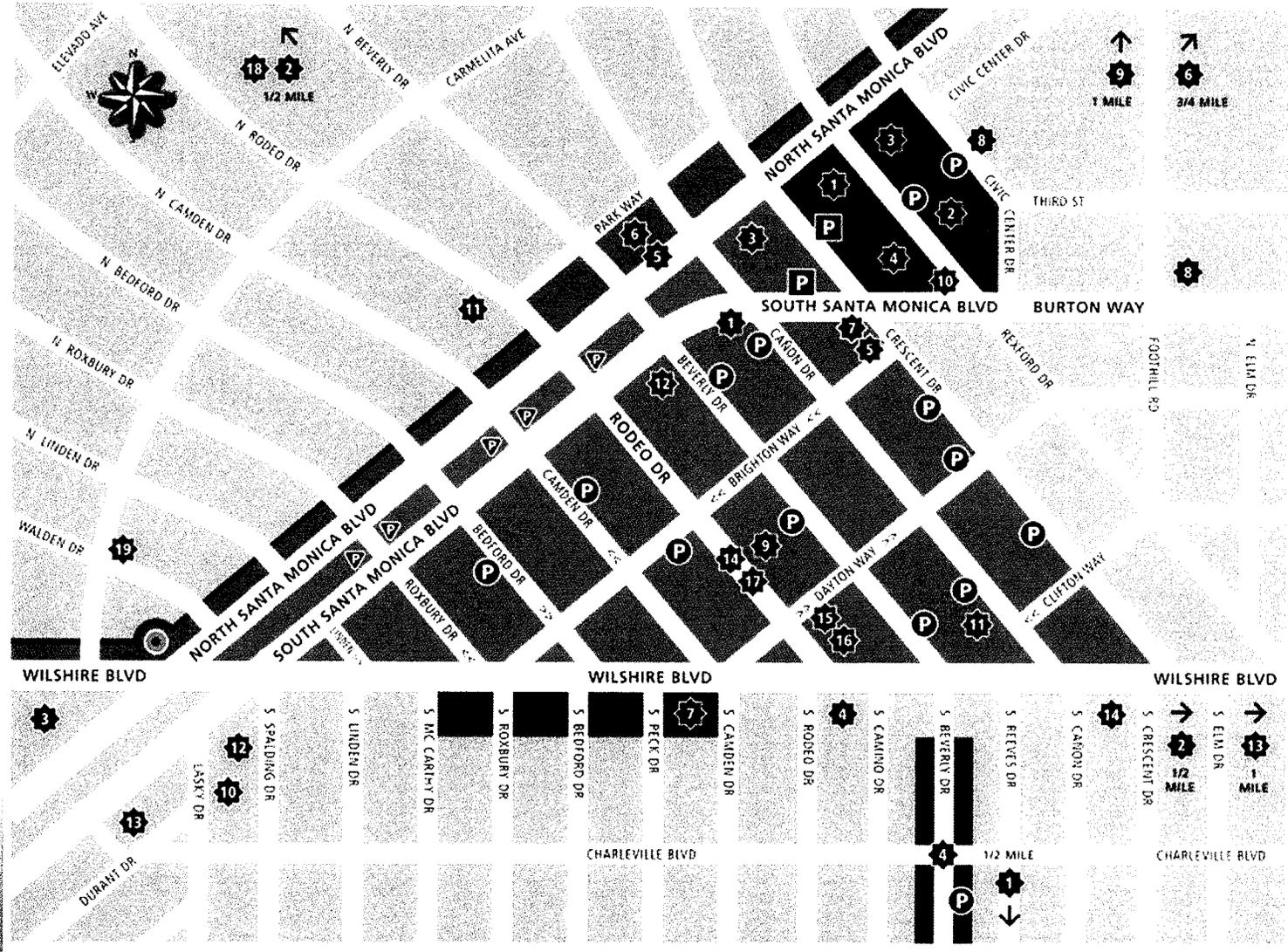
- 1** **CITY HALL**
100 N. Wilshire Blvd.
310.277.1000
- 2** **LIBRARY**
100 N. Wilshire Blvd.
310.277.1000
- 3** **POLICE**
100 N. Wilshire Blvd.
310.277.1000
- 4** **FIRE**
100 N. Wilshire Blvd.
310.277.1000

CITY PARKING FACILITIES

- P** **PUBLIC PARKING** - 100 N. WILSHIRE BLVD.
- P** **PUBLIC PARKING** - 100 N. WILSHIRE BLVD.
- P** **PUBLIC PARKING** - 100 N. WILSHIRE BLVD.



Proposed New Visitor Sign





Next Steps

- Seeking Council approval on design concepts
- Develop design specifications package
- Bid project
- Seek Council approval on design and construction award
- Sign fabrication and installation



Questions