

City of Hermosa Beach

*City Hall
1315 Valley Drive
Hermosa Beach, CA 90254*



Adjourned Regular Meeting - Final

Wednesday, February 7, 2018

6:00 PM

Closed Session - 6:00 PM

Study Session - 7:00 PM

(City Signage and Branding)

Council Chambers

City Council

*Mayor
Jeff Duclos*

*Mayor Pro Tem
Stacey Armato*

*Councilmembers
Mary Campbell
Hany S. Fangary
Justin Massey*

6:00 P.M. - CLOSED SESSION

(LOCATION: Meetings convene in the Council Chambers and move to the Second Floor Conference Room after Public Comment)

CALL TO ORDER IN COUNCIL CHAMBERS - 6:00 p.m.**ROLL CALL**

*Present: Armato, Campbell, Massey, Mayor Duclos
Absent: Fangary (arrived at 6:03 p.m.)*

PUBLIC COMMENT - None**RECESS TO CLOSED SESSION IN SECOND FLOOR CONFERENCE ROOM**

1. **18-0078** **MINUTES:** Approval of minutes of Closed Session held on January 23, 2018.

2. **18-0079** **CONFERENCE WITH REAL PROPERTY NEGOTIATOR**
Government Code Section 54956.8

Property: Airspace at 51 Pier Avenue (Loreto Plaza)
City Negotiator: City Manager
Negotiating Party: Pierside Properties, LLC
Under Negotiation: Price and Terms of Payment for Lease of Airspace

3. **18-0080** **CONFERENCE WITH LEGAL COUNSEL: Threatened Litigation**
Government Code Section 54956.9(d)(2)

The City Council finds, based on advice from legal counsel, that discussion in open session will prejudice the position of the City in the litigation.

Number of Potential Cases: One

4. **18-0081** **CONFERENCE WITH LEGAL COUNSEL: Existing Litigation**
Government Code Section 54956.9(d)(1)

The City Council finds, based on advice from legal counsel, that discussion in open session will prejudice the position of the City in the litigation.

Name of Case: Aaron Marks et al. v. City of Hermosa Beach
Federal District Court, Central District of California
Case Number: 2:17-cv-08739-FFM

RECESS TO OPEN SESSION IN COUNCIL CHAMBERS - 7:10 p.m.

7:00 P.M. – STUDY SESSION

CALL TO ORDER - 7:14 p.m.

PLEDGE OF ALLEGIANCE

ROLL CALL

*Present: Armato, Campbell, Fangary, Massey, Mayor Duclos
Absent: None*

CLOSED SESSION REPORT

City Attorney Jenkins reported no public comments, no agenda items added, and no reportable actions.

ANNOUNCEMENTS

PUBLIC COMMENT

- 1. REPORT VISUAL IDENTITY AND BRAND FOR THE CITY OF HERMOSA BEACH**
18-0085 (City Manager Sergio Gonzalez)

Attachments:

- [1 - May 2014 Concept and Design Plan for PCH and Aviation Streetscape Improvement Project.pdf](#)
- [2 - PCH Aviation Committee Previously Proposed City of Hermosa Beach Signage Program 2017.pdf](#)
- [3 - Hermosa Beach City Seal Design Elements.pdf](#)
- [4 - Relevant Logos and Graphics.pdf](#)
- [5 - weho styleguide poster final.pdf](#)
- [SUPPLEMENTAL Hermosa Beach City Signage and Branding PowerPoint Presentation Slides \(added 2-6-18 at 4pm\).pdf](#)
- [FINAL eComments Report \(5 comments\)](#)

CITY COUNCIL QUESTIONS/DISCUSSION

City Council discussion ensued on the topics within four categories for which staff was seeking input and general direction on how to proceed with updating branding, signage, and graphics to create a consistent visual identity.

1. Scale of changes - what scale, if any, related to the City's existing seal/logos?
 - * simple updates to give consistency in brand
 - * refresh to represent current trends/graphic styles while bringing elements of existing seal and/or logo into new design
 - * overhaul of logo and/or seal
 - * creation of coordinated but unique logos or styles for different departments, programs, or areas of town

2. Graphic design support - what kind of graphic design support should staff seek?
 - * expand existing design contract from PCH/Aviation work
 - * new request for proposals process
 - * a call for artist concepts/selection of an artist to be paid for additional design work
 - * staff led design development
3. Community engagement - what methods to engage community in process?
 - * Working group or committee?
 - * Community feedback (in person and online) on proposed brand elements (colors, slogan, typography, style, complexity, etc)
 - * Civic pride art exhibit/panel discussions/chamber discussion?
4. Work products/outcomes – how to rank the following components in terms of priority?
 - * Style guide for overall city graphics (website, official documents, email signatures, flyers and outreach, social media) including any coordinated logos for departments or initiatives
 - * Policy/Code Development on proper use of City logo/seal
 - * Gateway Signage (entryways to the city, monuments)
 - * Facility Signage (parks, parking lots, public facilities)
 - * Directional Signage (street signs, directional/arrow signs, parking signs/markers)
 - * Informational Signage (pole-mounted/marquee sign, banners)

PUBLIC COMMENT

ADJOURNMENT – 9:50 p.m. to Saturday, February 10, 2018, for “Coffee with Assemblymember Al Muratsuchi at 10:00 a.m. in the City Council Chambers, followed by Mr. Muratsuchi’s press conference regarding Assembly Bill 1782 (to establish surfing as California’s state sport) at 1:00 p.m. on Pier Plaza, next to the Tim Kelly statue, which will adjourn to the Tuesday, February 27, 2018 Regular meeting.

Elaine Doerfling
City Clerk

Linda Abbott
Deputy City Clerk