

eComments Report

City Council Adjourned Regular Meeting: Closed Session - 6:00 PM and Study Session - 7:00 PM (City Signage and Branding) - Meeting Time: 02-07-18 18:00

Christine Tasto

Location: 90254

Submitted At: 7:33pm 02-07-18

The City's logo and seal need a refresh, not an overhaul. Appreciate the time and effort the PCH/Aviation committee put in however the signage/design concepts do not speak to the unique character or energy of Hermosa Beach whatsoever. Please use Daniel Inez's designs, as included in the deck, as inspiration. The original logo and seal are iconic. They should serve as the foundation, including the typeface, of any refreshed looks moving forward.

Claudia Berman

Location:

Submitted At: 9:30pm 02-06-18

Upgrading the city's website is the perfect time to do a visual refresh and modernization of our branding. As a minimum we should have an updated style guide and city logo for the website and printed material. This should also be applicable to new signage as funding is secured in the future. Our current logo, fonts, colors are really outdated. I think it's a great idea to have an open call for artists for concepts. There are MANY artists and branding people in Hermosa. It would be great to be able to choose from various designs from various people, rather than hire a single graphic designer. The PCH/Aviation sign design is a bit "meh" for me. If I didn't read through the design document, I wouldn't have known that the signs were a variation of a sea scape. It looks like kelp. It would be great to move to a consistent look throughout the city to have a more vibrant and holistic feel.

Pam Tatreau

Location:

Submitted At: 5:57pm 02-06-18

Obviously a lot of time and thought has gone into preparing this document. However, I am puzzled as to why we are considering these additional expenditures for new branding and signage? I like Hermosa Beach the way it is, which is why I made Hermosa Beach my home. Perhaps we should consider a modification of this PLAN? Do we really need Gateway Monuments? The sun will bleach out these signs and require repairs or replacement. Hermosa Beach is approx. 1.6 sq. miles. Do we really need "Way Finding" signs? The Riviera Village in Redondo Beach is replacing their street lights with old fashion lamp posts. It looks very nice but seems silly to go to the expense of replacing perfectly good street lights. I say "NO, NO, NO" to the geographical paving patterns. It is UGLY and we don't need the expense. Another unnecessary expense is the use of color as unifying element. The glass spheres pictured on page 29 only reduce sidewalk space. Sidewalk trees also reduce sidewalk space. The trees require watering, pruning (another cost) and over time, the roots damage sidewalks. The sidewalk and park benches will offer the "homeless" a place to sleep. Bus Shelters also reduce sidewalk space and give "homeless" a place to sleep. Palm trees and canopy trees along medians look inviting, but medians generally slow the response time of emergency vehicles which should be #1 priority. These vehicles often switch lanes and travel against traffic to respond to an alarm. A "Round About" at Prospect & Aviation would require the acquisition of land according to the "Project Study Report-Project Development Support (PSR-PDS) dated 1/2015. Do we really want that added expense? Unless a fire truck can drive over the center of a "Round About", again emergency response time is usually slowed. I feel these "planned streetscapes" only serve the hidden agenda of "street calming". Shouldn't Hermosa Beach be figuring out ways to get our city back on budget? We don't need to spend money on CCAs, charging stations and net zero bathrooms. We should be spending money on

rebuilding the Fire House, City Hall, the Police Dept., the Community Center, library, sewers, schools and more. Thank you for your time and consideration.

Robert Smith

Location:

Submitted At: 6:49pm 02-05-18

City branding, signage, and graphic design are seeming small but important elements in implementing PLAN HERMOSA's principal of preserving our small beach city atmosphere. Sorry I can't make this meeting but I would be happy to participate on a working group with that objective. Not to make too big an issue out of this, but there are other subtle, aesthetic elements that impact the living environment, like the color of street lighting and the flashing traffic signs, that create other perceptions of our community atmosphere. Hermosa is a wonderfully progressive city. It would be good to take a wholistic look at the living environment we are creating, piece by piece.

Joseph Verbrugge

Location: 90254, Hermosa Beach

Submitted At: 4:13am 02-02-18

I'm all for it. Do it. Do anything! Except pay another consultant.