

Marina del Rey Farmers' Market Signage Plan
DCB Follow-up Submittal
March 19, 2014

BACKGROUND

On January 22, 2014, the Department of Beaches and Harbors' (Department) Community and Marketing Services Division's (CMSD) request for the Marina del Rey Farmers' Market Signage (DCB #13-016) was heard by the Design Control Board (DCB). The request included the extended placement of five 3' H x 12' W vinyl banners and one 3' H x 6' W vinyl banner, which are affixed to 2" x 4" support posts that are staked into the ground and are currently located at Parcels 51, 49M, 150, IR and JS in the Marina seven days a week. CMSD also requested extended placement of 12 wind banners (31.5" W x 154.25" H), which are affixed to 15' high poles that are inserted into the ground via stakes and are displayed on Thursdays from 8 a.m. to 3 p.m. in various locations throughout the Marina. In addition to the vinyl and wind banners, CMSD requested the placement of 40 light pole banners that are 6' H x 3' W. Twenty-six banners were requested for display along Admiralty Way, between Fiji Way and Via Marina and 14 banners were requested for display in public Parking Lot #10, which is the actual site of the Marina del Rey Farmers' Market. All signage pieces were requested for display until September 30, 2014.

Based on feedback received from your board at the January DCB meeting, CMSD has significantly modified its request as detailed below. Additionally, the Division has: (1) collaborated with a graphic artist to develop a consistent signage design; (2) incorporated directional aids to help better inform patrons of the market's location; (3) reduced the total number of signage pieces that were originally requested; and (4) attempted to balance the direction provided by your board with the market's need for visibility during its critical 18-month initiation period, a duration market operators have advised is important to establishing the market and assuring its future success.

REVISED SIGNAGE PLAN/PRODUCTS

Wind Banners:

Based on the feedback provided by your board at its January 2014 meeting, CMSD noted that the current wind banners are effective due to their eye-catching color, but their design did not relate to the other two signage pieces. The current design of the wind banners served as the primary template from which the new light pole and vinyl banner designs were created, ensuring a cohesive theme for all three signage pieces. Furthermore, revisions were made to the wind banner design in order to provide design consistency and directional signage. In order to mark the entrance to public Parking Lot #10, which is narrow and difficult for motorists to see – especially during near constant road construction – the location list was expanded to include an additional site near the parking lot entrance, bringing the total number of banners to 13.

The text layout on the redesigned wind banners have been broken down into three categories: (1) “Today”, (2) directional, and (3) parking entrance signage. Nine “Today” banners will announce when the market will take place, including the market’s hours of operation. Three directional banners will assist the public in finding the market by providing them with a directional symbol (a vertical arrow) and milestone markers. One parking banner will inform patrons of where the Lot #10 entrance is.

All wind banners have a light orange background (PMS 144). The “Today” banners include the name of the market (“Marina del Rey Farmers’ Market”) and market hours of operation (“9 a.m. – 2 p.m.”) in Tekton Pro white. “Today” is featured in Tekton Pro green (PMS 3415). Graphics include a lemon (PMS 136) and a strawberry (fruit: PMS 032, stem and leaves: PMS 7728). Directional banners include the name of the market (“Marina del Rey Farmers’ Market”) and the text, “To Marina Mother’s” Beach” in Tekton Pro in white. Directional information, “1 Mile ahead”, a vertical arrow, and “1/2 Mile ahead” are in Tekton Pro green (PMS 3415). Graphics include an assortment of fruits and vegetables: cherries (fruit: PMS 200 and stem: PMS 802), a bell pepper (vegetable and stem: PMS 3415), a corn cob (kernels: PMS 136, large leaves: PMS 356, and smaller leaf: PMS 368), and a tomato (fruit: PMS 185, leaves: PMS 7724, and stem: PMS 342). The parking entrance signage features the name of the market (“Marina del Rey Farmers’ Market”) and its hours of operation (“9 a.m. to 2 p.m.”) in Tekton Pro in white, as well as “Parking” and “Entrance” in Tekton Pro green (PMS 3415) and yellow (PMS 136), respectively. The banner also includes a lemon (PMS 136) and a strawberry (fruit: PMS 032, stem and leaves: PMS 7728) as graphics.

CMUSD requests that the new wind banners continue to be displayed every Thursday from 8 a.m. to 3 p.m. at the 13 locations as listed below.

Wind Banner Locations:

- Site #1: Parcel 49S (Admiralty Way at 13477 Fiji Way) in planter area near corner of Fiji Way/Admiralty Way; banner will be parallel to Fiji Way (“TODAY” banner)
- Site #2: Parcel 49M (4701 Admiralty Way) in front of the Visitors Center on grass right before driveway; banner will be parallel to Mindanao Way (“TODAY” banner)
- Site #3: Parcel UR (4545 Admiralty Way) at Lot #5 near tree trunk just before Bali Way; banner will be parallel to Bali Way (“TODAY” banner)
- Site #4: Parcel UR (4545 Admiralty Way) at Lot #5 just before cordoned off lot entrance, near Lloyd Taber – Marina del Rey Library; banner will be parallel to Bali Way (“TODAY” banner)
- Site #5: Parcel SS (4500 Admiralty Way) at Burke Park across from Lloyd Taber - Marina del Rey Library; banner will be perpendicular to Admiralty Way (directional banner)
- Site #6: Parcel SS (4500 Admiralty Way) at Burke Park across from California Yacht Club; banner will be perpendicular to Admiralty Way (“TODAY” banner)
- Site #7: Parcel RR (4500 Admiralty Way) at Burke Park across from Tony P’s; banner will be perpendicular to Admiralty Way (“TODAY” banner)

- Site #8: Parcel RR (4500 Admiralty Way) at Burke Park across from Tony P's; banner will be perpendicular to Admiralty Way ("TODAY" banner)
- Site #9: Parcel Q (4350 Admiralty Way) across from the Ritz-Carlton Hotel near Lot #7; banner will be perpendicular to Admiralty Way (directional banner)
- Site #10: Parcel Q (4350 Admiralty Way) across from the Ritz Hotel/Marina City Club near Lot #7; banner will be perpendicular to Admiralty Way (directional banner)
- Site #11: IR (4101 Admiralty Way) at the entrance of Lot #10 (parking entrance banner)
- Site #12: Parcel GR (14101 Panay Way) at Lot #11; banner will be parallel to Panay Way ("TODAY" banner)
- Site #13: Parcel 14 (14151 Via Marina) at Lot #12; banner will be parallel to Marquesas Way ("TODAY" banner)

Light Pole Banners:

The proposed design concept for the 6' H x 3' W light pole banner has been revised since it was first presented to your board in order to update its design to that of the wind and vinyl banners. CMSD is requesting a reduced number of light poles from its original proposal, from 40 to 21. The request for banners on 26 light poles along Admiralty Way between Fiji Way and Via Marina has been reduced to 13 light poles. CMSD feels the light pole banners will serve as attractive, non-intrusive means of communicating that the Marina del Rey community has its own weekly farmers' market at Marina "Mother's" Beach. Because the poles are not in close proximity to each other, between 382 and 998 feet apart, it is unlikely that motorists, cyclists and pedestrians will feel visually bombarded by banners that will be installed on center median light poles along the mile and half stretch on Admiralty Way. The placement of light pole banners are fairly common in Marina del Rey, as the Holiday Boat Parade Committee has elected use of the center median light poles on Admiralty Way, Fiji Way and Via Marina in past years for the display of banners to not only promote the annual community parade, but to also acknowledge event sponsors. CMSD originally requested that banners be placed on 14 light poles in parking lot #10 where the market takes place, but has reduced that request to eight light poles, based on your board's feedback. Requested light poles are shown on the attached parking lot map.

The light pole banner has a light orange background (PMS 144) and includes the name of the market ("Marina del Rey Farmers' Market") in Tekton Pro in white, the day and hours of operation ("Thursdays" from "9 a.m. – 2 p.m.") in Tekton Pro green (PMS 3415) and yellow (PMS 136), respectively, and the market's location ("Marina "Mother's" Beach" and "Parking Lot #10") in white text. The banner also includes cherries (fruit: PMS 200 and stem: PMS 802), tomato (fruit: PMS 185, leaves: PMS 7724, and stem: PMS 342), chili (vegetable: PMS 200 and stem: PMS 356), bananas (PMS 136), strawberry (fruit: PMS 032, stem and leaves: PMS 7728) and a bell pepper (vegetable and stem: PMS 3415) as graphics.

Due to the length of time it takes to produce and install light pole banners, up to three months, CMSD requests the continued use of a reduced number of vinyl banners on

posts at strategic locations throughout Marina del Rey, including at the market location at Marina “Mother’s” Beach. Information on the vinyl banners will continue to communicate to the public that Marina del Rey has its own weekly farmers’ market that takes place at that location. Once the light pole banners are installed, all vinyl banners will be removed.

Ultimately, it is CMSD’s intension to expand the number of light pole banners to include banners for the promotion of Beach Eats!, a popular weekly gourmet food truck event also taking place at Marina “Mother’s” Beach on Thursday evenings during the summer. Beach Eats! reconvenes on May 1, 2014. Doubling up on the signage on each requested light pole will allow the Department to strengthen its efforts to cross promote the two events as “Tasty Thursdays”, with a farmers’ market and a food truck event taking place on the same day of each week in the same location for the community’s enjoyment. The design of the Beach Eats! light pole banner will be consistent with the design of the Farmers’ Market light pole banner, by using the same font style, artwork and design theme.

Vinyl Banners:

CMSD staff concurs with your board’s assessment that the existing vinyl banners are not visually appealing enough for placement in Marina del Rey for a period of time greater than two months. The purpose of that signage is to inform Marina del Rey residents and visitors that the community has its own market. The new design of the vinyl banner utilizes the same font style, artwork and design theme as the light pole wind banners.

The vinyl banner has a light orange background (PMS 144) and includes the name of the market (“Marina del Rey Farmers’ Market”) in Tekton Pro in white, the day and hours of operation (“Thursdays” from “9 a.m. – 2 p.m.”) in Tekton Pro in green (PMS 3415), and the market’s location (“Marina “Mother’s” Beach” and “4101 Admiralty Way”) in Tekton Pro in white and green (PMS 3415), respectively. The banner also includes a corn cob (kernels: PMS 136, large leaves – PMS 356, and smaller leaf: PMS 368), cherries (fruit: PMS 200 and stem: PMS 802), chili (vegetable: PMS 200 and stem: PMS 356), strawberry (fruit: PMS 032, stem and leaves: PMS 7728), a bell pepper (vegetable and stem: PMS 3415), and a lemon (PMS 136) as graphics.

CMSD has surveyed the locations where the vinyl banners are currently displayed and has determined that instead of placing six vinyl banners (five 3’ H x 12’ W and one 3’ H x 6’ W) throughout the Marina, the placement of four 3’ H x 12’ W vinyl banners at the following locations will suffice, based on the flow of traffic and vantage points at these locations. CMSD will work with staff from the Department’s Facilities and Property Maintenance Division to ensure the vinyl banners are properly hung on 2” x 4” posts so as not to display sagging or crooked signage.

Vinyl Banner Locations:

Site #1: Parcel 51 – 3’ x 12’ banner on dirt patch in parkette diagonally facing Lincoln Blvd./Fiji Way intersection

- Site #2: Parcel 49M – 3' x 12' banner on grass in front of Marina del Rey Visitors Center diagonally facing Admiralty Way/Mindanao Way intersection
- Site #3: Parcel JS – 3' x 12' banner on grassy area off sidewalk facing Admiralty Way
- Site #4: Parcel JS – 3' x 12' banner on grassy area near utility box and fire hydrant facing Via Marina

SUMMARY

Because the market is held in Parking Lot #10, which is slightly lower than street level and is visually obscured by a retaining wall that makes it difficult to see and identify that a farmers' market is in operation on market days, outdoor signage similar to that used to promote markets in other communities is especially critical to informing patrons of the Marina del Rey Farmers' Market's location, day and time of operation. Reduced traffic lanes, vehicle congestion and large number of orange traffic cones and delineators from near constant construction along Admiralty Way this fall and winter have had a significant negative impact on market patron attendance, leading to a sharp decline in market sales and a loss of vendors. A consistent and attractive outdoor signage campaign, along with the other measures taken by CMSD to promote the market, will better inform the public of the market's existence during this critical start-up period.

Mindful of your board's feedback, CMSD staff has revised its proposed signage plan for the Marina del Rey Farmers' Market. We respectfully request approval of our signage plan so that we may continue to promote the market with outdoor signage through September 30, 2014. It is our immediate goal to upgrade the signage as described in this report by replacing and/or eliminating existing signage. Furthermore, we would also like to request the continued use of the existing vinyl and wind banners until the new signage becomes available for installation, which will allow for uninterrupted outdoor advertising of the market.

Marina del Rey Farmers' Market Signage Request Chart

SIGNAGE	CURRENT SIGNAGE/PREVIOUS REQUEST	SIGNAGE REQUEST 4/14/14 – 7/11/14	SIGNAGE REQUEST 7/14/14 – 9/30/14
Vinyl Banners	6	4	0
Wind Banners – Market day only	12	13	13
Light Pole Banners	40	0	21
TOTALS:	58	17	34

Signage Notes:

- Vinyl banners located at Fiji Way/Lincoln Blvd. and at the entrance of Lot #10 will be removed, allowing for the display of 4 banners, instead of 6, from 4/14/14 – 7/11/14. The 4 vinyl banners will be displayed continually until all light pole banners have been produced and installed, immediately thereafter, all 4 vinyl banners will be removed.
- An additional wind banner will be added at the entrance of Lot #10, bringing the total number of banners to 13. The banner at Lot #10 will ensure market patrons can identify the parking lot entrance, which is narrow and very difficult to find. All 13 wind banners will only be displayed on market days from 8 a.m. – 3 p.m.
- Light pole banners in Lot #10 have been reduced from 14 to 8. Our initial request to display 26 light pole banners along Admiralty Way, between Fiji Way and Admiralty Way, will be reduced to 13. Once installed, the banners will be displayed continually through 9/30/14.

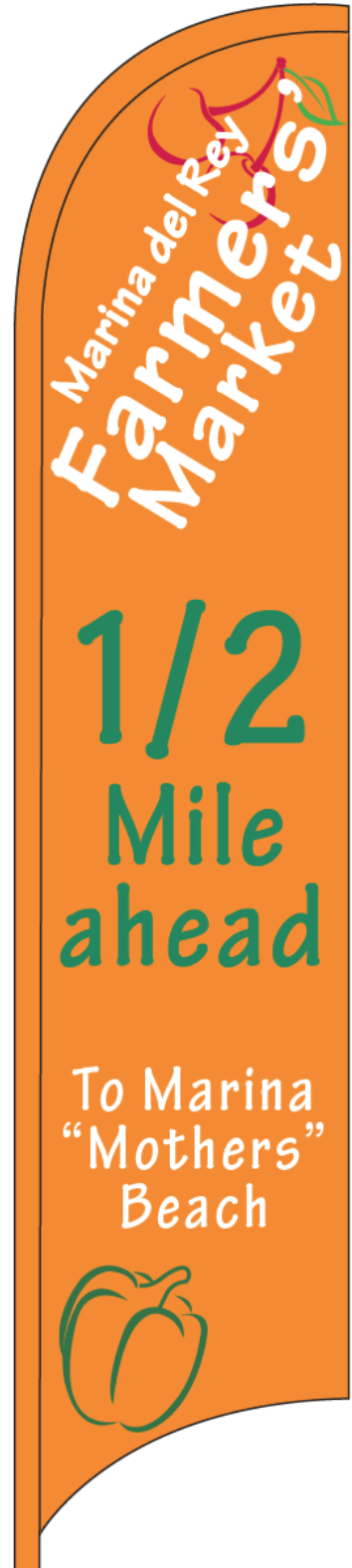
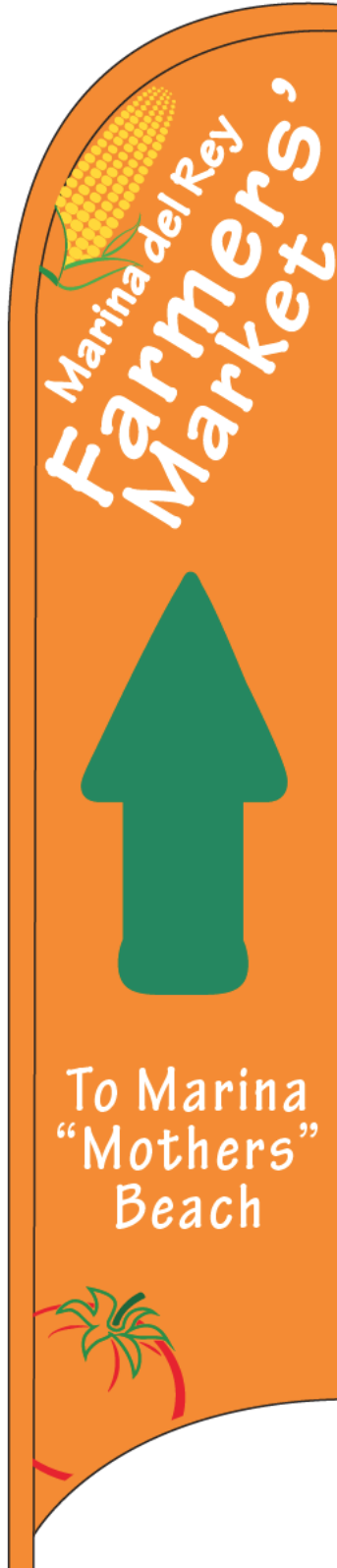
Marina del Rey Farmers' Market Signage Designs

"Today" Wind Banner (31.5" W x 154.24" H)

Quantity: 9



Directional Wind Banners (31.5" W x 154.24" H):
Quantity: 1 of each



Parking Entrance Wind Banner (31.5" W x 154.24" H):
Quantity: 1



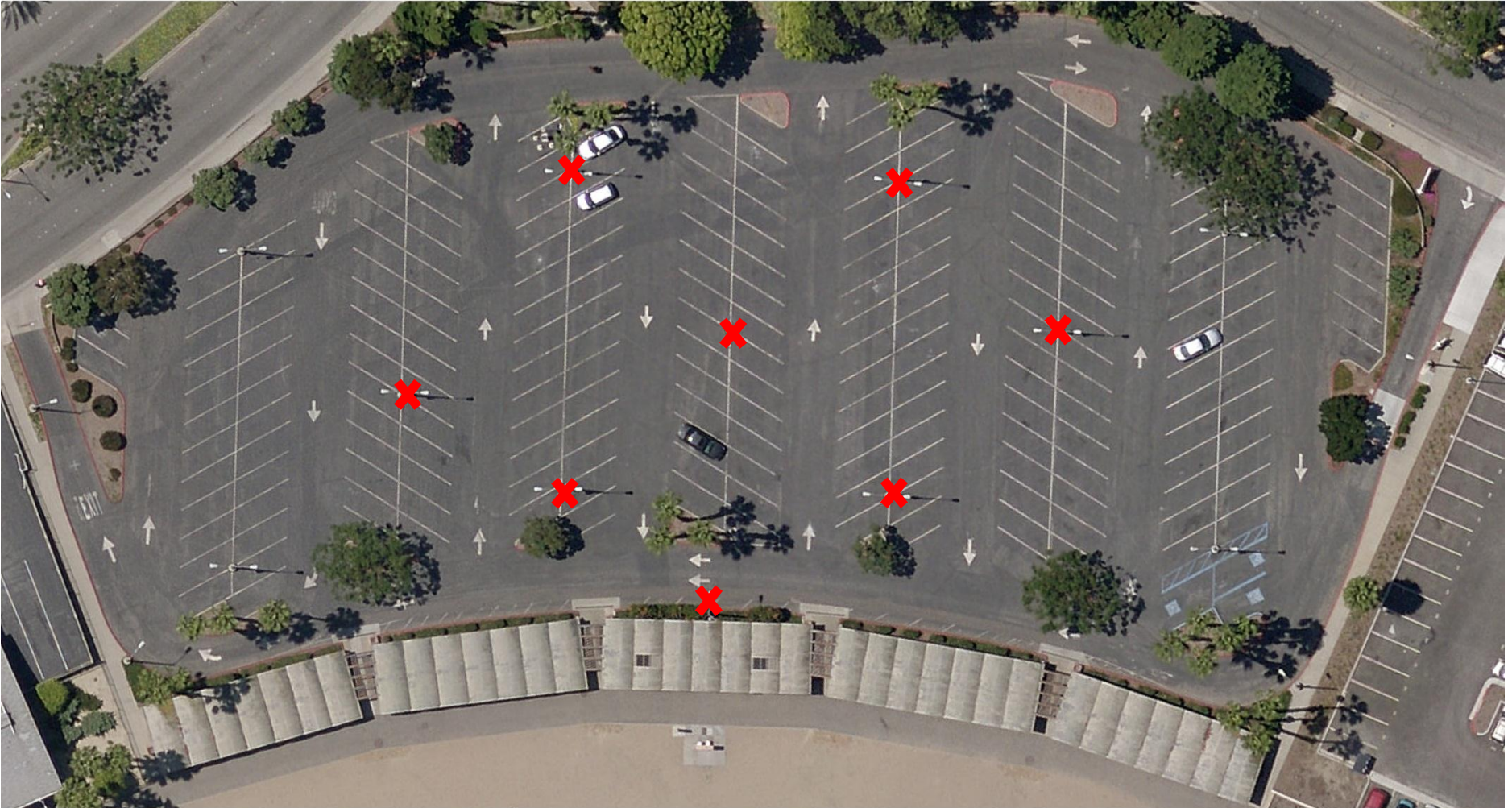
Light Pole Banner (3' H x 6' W):
Quantity: 13 (Admiralty Way) and 8 (Lot #10)



Vinyl Banner (3' H x 12' W):
Quantity: 4



MdR Farmers' Market Light Pole Banner Locations



Parking Lot 10 (Parcel IR)

Revised Site Map for Farmers' Market Vinyl Banners

