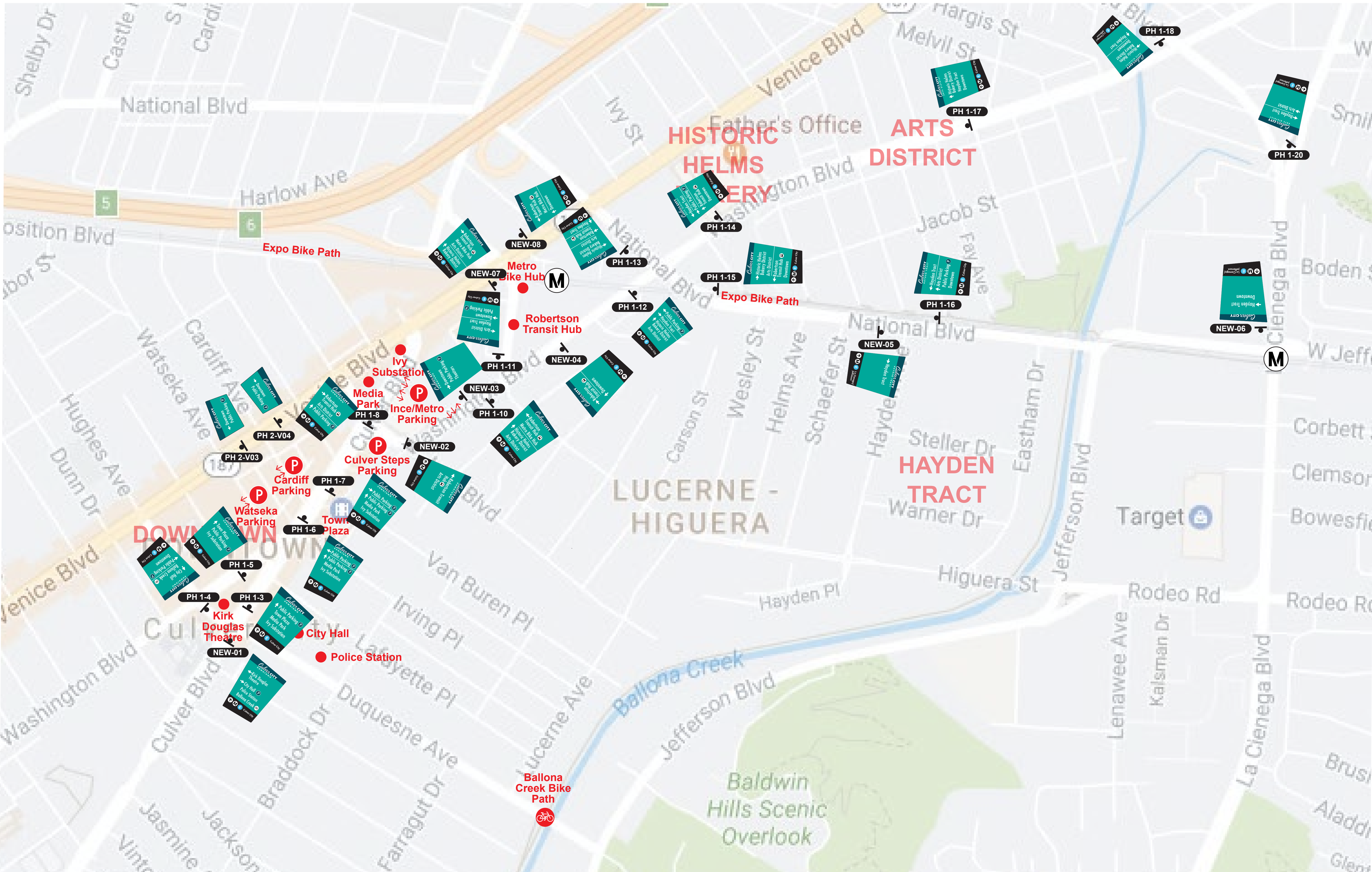


<p>PH1-3 Eastbound Culver Blvd at City Hall new sign. (PDF says replacement) N/P or median?</p> <p>PROPOSED MESSAGE</p> <p>SAME</p> <p>ORIGINAL MESSAGE</p>	<p>PH1-5 Eastbound Culver Blvd. at Fire Station #1 replacement sign. E/P</p> <p>PROPOSED MESSAGE</p> <p>SAME</p> <p>ORIGINAL MESSAGE</p>	<p>PH1-7 Eastbound Culver Blvd. at Main St. replacement sign E/P in median</p> <p>PROPOSED MESSAGE</p> <p>SAME</p> <p>ORIGINAL MESSAGE</p>	<p>PH1-10 Eastbound Washington Blvd at Robertson new sign. E/P</p> <p>PROPOSED MESSAGE</p> <p>SAME</p> <p>ORIGINAL MESSAGE</p>	<p>PH1-12 Eastbound Washington Blvd. at Landmark new sign. E/P moved closer to National</p> <p>PROPOSED MESSAGE</p> <p>SAME</p> <p>ORIGINAL MESSAGE</p>	<p>PH1-14 Westbound Washington Blvd at Wesley St. new sign. E/P</p> <p>PROPOSED MESSAGE</p> <p>SAME</p> <p>ORIGINAL MESSAGE</p>	<p>PH1-16 Westbound National At Eastham new sign. E/P in median. Check width of median.</p> <p>PROPOSED MESSAGE</p> <p>SAME</p> <p>ORIGINAL MESSAGE</p>	<p>PH1-18 Southbound La Cienega at Washington Blvd new sign. N/P</p> <p>PROPOSED MESSAGE</p> <p>SAME</p> <p>ORIGINAL MESSAGE</p>	<p>PH2-V03 Median Westbound at Cardiff (single) replacement sign E/P in median</p> <p>PROPOSED MESSAGE</p> <p>SAME</p> <p>ORIGINAL MESSAGE</p>
<p>PH1-4 Eastbound Duquesne Ave at Culver Blvd. new sign. (PDF says replacement) N/P</p> <p>PROPOSED MESSAGE</p> <p>SAME</p> <p>ORIGINAL MESSAGE</p>	<p>PH1-6 Eastbound Culver Blvd. at Cardiff Ave. replacement sign. E/P in median</p> <p>PROPOSED MESSAGE</p> <p>SAME</p> <p>ORIGINAL MESSAGE</p>	<p>PH1-8 Eastbound Culver Blvd. at Ince St. new sign. E/P in median</p> <p>PROPOSED MESSAGE</p> <p>SAME</p> <p>ORIGINAL MESSAGE</p>	<p>PH1-11 Southbound Robertson at Washington replacement sign (listed new). E/P</p> <p>PROPOSED MESSAGE</p> <p>SAME</p> <p>ORIGINAL MESSAGE</p>	<p>PH1-13 Southbound National at City Boudry new sign E/P</p> <p>PROPOSED MESSAGE</p> <p>SAME</p> <p>ORIGINAL MESSAGE</p>	<p>PH1-15 Northbound National at Bike Lane new sign. E/P</p> <p>PROPOSED MESSAGE</p> <p>SAME</p> <p>ORIGINAL MESSAGE</p>	<p>PH1-17 Westbound Washington Bl. and McManus Ave. (shown before Roberts Ave) new sign. E/P</p> <p>PROPOSED MESSAGE</p> <p>SAME</p> <p>ORIGINAL MESSAGE</p>	<p>PH1-20 Southbound Fairfax Blvd. at Blackwelder new sign. E/P</p> <p>PROPOSED MESSAGE</p> <p>SAME</p> <p>ORIGINAL MESSAGE</p>	<p>PH2-V04 Venice Median Eastbound at Main Street (single) replacement sign E/P in median</p> <p>PROPOSED MESSAGE</p> <p>SAME</p> <p>ORIGINAL MESSAGE</p>



<p>NEW 01 Eastbound Culver Blvd. South of Duquesne Ave new sign E/P</p> <p>PROPOSED MESSAGE</p>	<p>NEW 02 Washington Blvd. curve South of Culver Blvd new sign E/P</p> <p>PROPOSED MESSAGE</p>
<p>NEW 03 Westbound Washington Blvd East of Ince Blvd new sign E/P Replace existing Welcome sign</p> <p>PROPOSED MESSAGE</p>	<p>NEW 04 Westbound Washington Blvd. East of S. Robertson Blvd new sign E/P Replace existing sign</p> <p>PROPOSED MESSAGE</p>
<p>NEW 05 National Blvd. North of Hayden Ave new sign E/P Possibly smaller sign type</p> <p>PROPOSED MESSAGE</p>	<p>NEW 06 Southbound La Cienega Blvd North of Jefferson/National Blvd new sign E/P Which district would be listed on sign?</p> <p>PROPOSED MESSAGE</p>
<p>NEW 07 Eastbound Venice Blvd. West of Robertson Blvd new sign E/P</p> <p>PROPOSED MESSAGE</p>	<p>NEW 08 Westbound Venice Blvd. East of Ellis Ave new sign E/P Located North side of Venice Blvd</p> <p>PROPOSED MESSAGE</p>

Figure 10 compares the proposed and original messages for the Ivy Substation Media Park sign. The figure is divided into two main sections: 'PROPOSED MESSAGE' and 'ORIGINAL MESSAGE'. Each section shows two views of a sign: 'SIDE A' and 'SIDE B'.

**PROPOSED MESSAGE:**

- SIDE A:**
  - Calver CITY LOW KEY
  - ← Ivy Substation Media Park
  - Robertson Transit Hub  Metro Bike Hub
  -   A 5 min / 300' 2 min
- SIDE B:**
  - Calver CITY LOW KEY
  - Ivy Substation Media Park
  - ↑ Town Plaza Public Parking 

**ORIGINAL MESSAGE:**

- SIDE A:**
  - Calver CITY LOW KEY
  - ← Ivy Substation Media Park
- SIDE B:**
  - Calver CITY LOW KEY
  - Ivy Substation Media Park
  - ↑ Main Street Town Park/Theatres

**PROPOSED MESSAGE**

**SIDE A**

*Culver CITY*  
CITY OF CULVER CITY

→ Ince Parking P

↑ Ivy Substation  
Robertson Transit  
Hub

Metrolink Bike Hub

4 1/2 miles  
30-2 min

**SIDE B**

*Culver CITY*  
CITY OF CULVER CITY

← Ince Parking P

↑ Town Plaza  
Public Parking P

City Hall  
Kirk Douglas  
Theatre

**ORIGINAL MESSAGE**

**SIDE A**

*Culver CITY*  
CITY OF CULVER CITY

→ Ince Parking P

↑ Ivy Substation  
Robertson Transit  
Hub  
Transit District  
Helms Bakery  
District

**SIDE B**

*Culver CITY*  
CITY OF CULVER CITY

← Ince Parking P

Main Street  
Town Plaza/  
Theatres  
City Hall  
Kirk Douglas  
Theatre

Figure 10 compares two versions of a directional sign for 'Ivy Substation Media Park'. The sign is teal with white text and graphics. The 'PROPOSED MESSAGE' (left) includes the 'Culver CITY' logo, a left arrow, the destination name, a right arrow, the 'Robertson Transit Hub' with a bus icon, the 'Metro Bike Hub' with a bike icon, and a bottom section with icons for walking (3 mins) and biking (2 mins). The 'ORIGINAL MESSAGE' (right) is identical but lacks the bottom section with walking and biking times. A small inset image shows the physical sign in its environment.

**PROPOSED MESSAGE**

**SIDE A**

Calverton CITY  
STATION

→ City Hall  
Ballona Creek

↑ Public Parking P

Town Plaza  
Ivy Substation

5 min  
walk

**SIDE B**

Calverton CITY  
STATION

← City Hall  
Police Station  
Ballona Creek

**ORIGINAL MESSAGE**

**SIDE A**

Calverton CITY  
STATION

→ City Hall

↑ Public Parking P

Town Plaza/  
Theatres  
Main Street  
Ivy Substation

**SIDE B**

Calverton CITY  
STATION

← City Hall  
Police Station

**Figure 10: Directional Signage for the Proposed New Transit Station**

**SIDE A**

**SIDE B**

**SIDE A**

**SIDE B**

PROPOSED MESSAGE

ORIGINAL MESSAGE

**PROPOSED MESSAGE**

**SIDE A**

*Culver CITY*  
DOWNTOWN

↑ Watske Parking P  
Cardiff Parking P  
Town Plaza  
Ivy Substation

↑ M E 3 min  
300 = 2 min

**SIDE B**

*Culver CITY*  
DOWNTOWN

↖ City Hall  
Police Station  
Ballona Creek

↗ Kirk Douglas Theatre

**ORIGINAL MESSAGE**

**SIDE A**

*Culver CITY*  
DOWNTOWN

↑ Watske Parking P  
Cardiff Parking P  
Town Plaza/Theatres  
Main Street  
Ivy Substation

**SIDE B**

*Culver CITY*  
DOWNTOWN

↖ City Hall  
Police Station  
Main Street  
Kirk Douglas Theatre

**PROPOSED MESSAGE**

**SIDE A**

Calgary CITY  
DOWNTOWN

← Watsaka Parking **P**

↑ Town Plaza  
Cardiff Parking **P**

↑ Ivy Substation  
Ince Parking **P**

**SIDE B**

Calgary CITY  
DOWNTOWN

↖ City Hall

↖ Watsaka  
Parking **P**

↑ Kirk Douglas  
Theatre

**ORIGINAL MESSAGE**

**SIDE A**

Calgary CITY  
DOWNTOWN

← Watsaka Parking **P**

↑ Town Plaza/Theatres  
Cardiff Parking **P**

↑ Main Street  
Ivy Substation

**SIDE B**

Calgary CITY  
DOWNTOWN

↖ City Hall

↖ Watsaka  
Parking **P**

↑ Kirk Douglas  
Theatre

**PROPOSED MESSAGE**

**SIDE A**

Calver CITY  
DOWNTOWN

↑ Watseka Parking (P)  
Cardiff Parking (P)  
City Hall  
Kirk Douglas  
Theatre

↑ M E 5 min  
(B) 2 min

**SIDE B**

Calver CITY  
DOWNTOWN

↑ Ince Parking (P)  
Ivy Substation  
Media Park

↑ M E 5 min  
(B) 2 min

**SIDE A**

→ Main Street  
↑ Watseka Parking (P)  
Cardiff Parking (P)  
City Hall  
Kirk Douglas  
Theatre

**SIDE B**

Calver CITY  
DOWNTOWN

← Main Street  
↑ Ince Parking (P)  
Ivy Substation  
Media Park

**ORIGINAL MESSAGE**

**SIDE A**

- ← Cardiff Parking (P)
- Town Plaza
- ↑ Ivy Substation  
Ince Parking (P)

**SIDE B**

- ← Town Plaza
- Cardiff Parking (P)
- ↑ Watsko Parking (P)  
Kirk Douglas Theatre

**SIDE A**

- ← Cardiff Parking (P)
- Town Plaza/Theatres
- ↑ Main Street  
Ivy Substation  
Ince Parking (P)

**SIDE B**

- ← Town Plaza/Theatres
- Cardiff Parking (P)
- ↑ Watsko Parking (P)  
Kirk Douglas Theatre

**PROPOSED MESSAGE**

5 min  
8 min

**ORIGINAL MESSAGE**

**PROPOSED MESSAGE**

**SIDE A**

*Culver CITY*  
DOWNTOWN

→ Cardiff Parking

Wabako Parking

Kirk Douglas Theatre

↑ City Hall

**SIDE B**

*Culver CITY*  
DOWNTOWN

← Cardiff Parking

Wabako Parking

↑ Ivy Substation

Ince Parking

5 min  
(det.) 2 min

**ORIGINAL MESSAGE**

**SIDE A**

*Culver CITY*  
DOWNTOWN

→ Cardiff Parking

Wabako Parking

Kirk Douglas Theatre

↑ City Hall

**SIDE B**

*Culver CITY*  
DOWNTOWN

← Cardiff Parking

Wabako Parking

↑ Main Street

Ivy Substation

Ince Parking