

WEST HARBOR Design Guidelines

June 2021



 JAMES
CORNER
FIELD
OPERATIONS

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Town Square

Phase 2
Future Hotel

Courtesy Dock

North Park

Phase 1C

Phase 1B

Berth 57

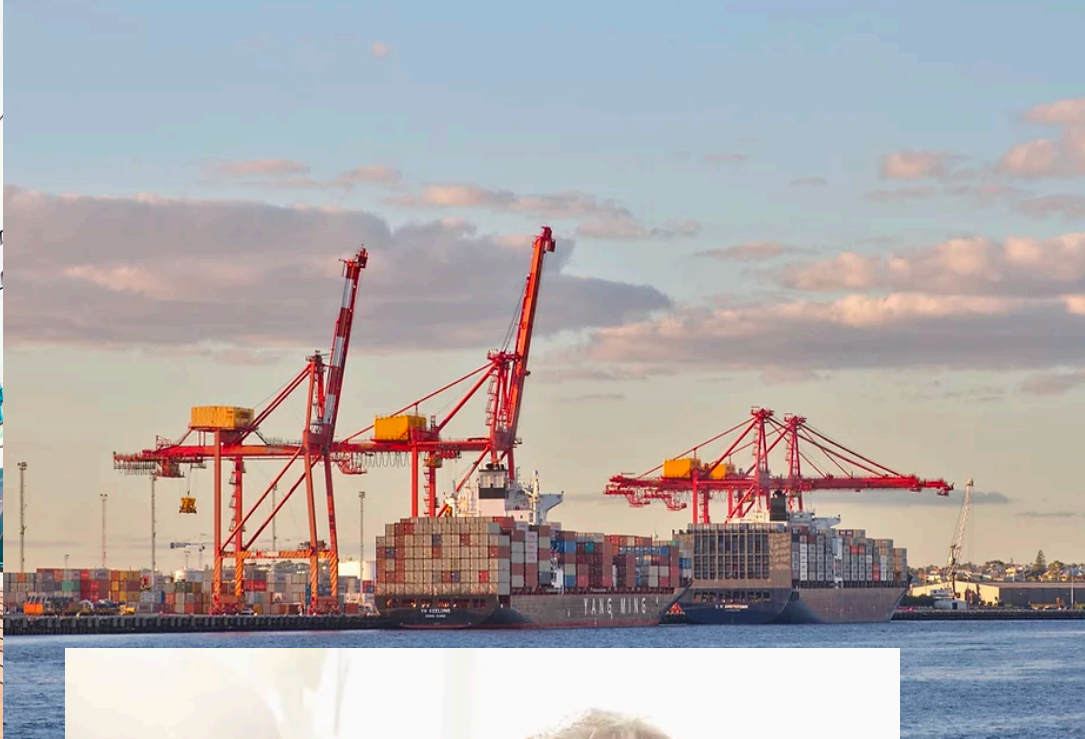
Phase 1A

Outdoor
Concert
Venue

Battleship USS Iowa
(Proposed Location)

Fisherman's Slip

Brand Overview

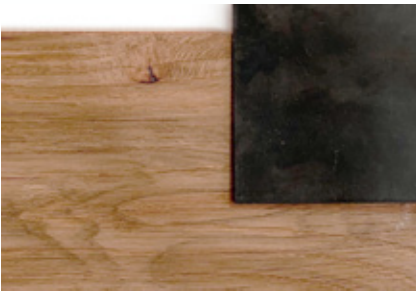




Keeping with the vernacular of a port, West Harbor is conceived as a series of “found” warehouse buildings, which have been opened up to accommodate public use along the waterfront. What would have been the original berth numbers are painted overscaled on the waterfront facade, visible both near and far from across the port.

This document is meant to help guide the design and selection process for supplemental elements (including color, signage, graphics, & furniture) across the site, so that they may align best with the design intent for West Harbor.

 Pantone: 2748 C CMYK: 100 86 0 35 HEX: 000062	 Pantone: 2728 C CMYK: 99 76 0 0 HEX: 3037CC
	 Pantone: Red 032 C CMYK: 0 90 76 0 HEX: FF2319
	 Pantone: 1375 C CMYK: 0 40 97 0 HEX: FF9E00
	 Pantone: Yellow 012 C CMYK: 0 2 100 0 HEX: FFE001



The following pages describe the thinking that the team developed in defining the brand identity for West Harbor.

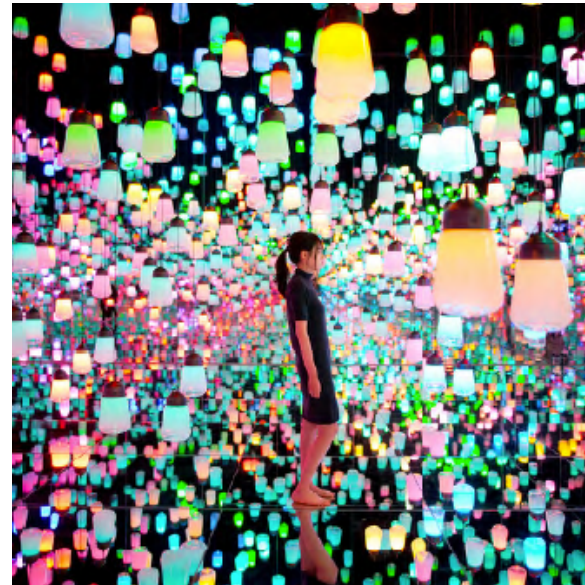
West Harbor Brand Values

Ethics and behaviors that will guide what you do and how you do it.



Fresh

New, Natural, Alive



Unexpected

Surprising, Revealing,
Impressive



Aspirational

Significant, Expansive,
Monumental



Magnetic

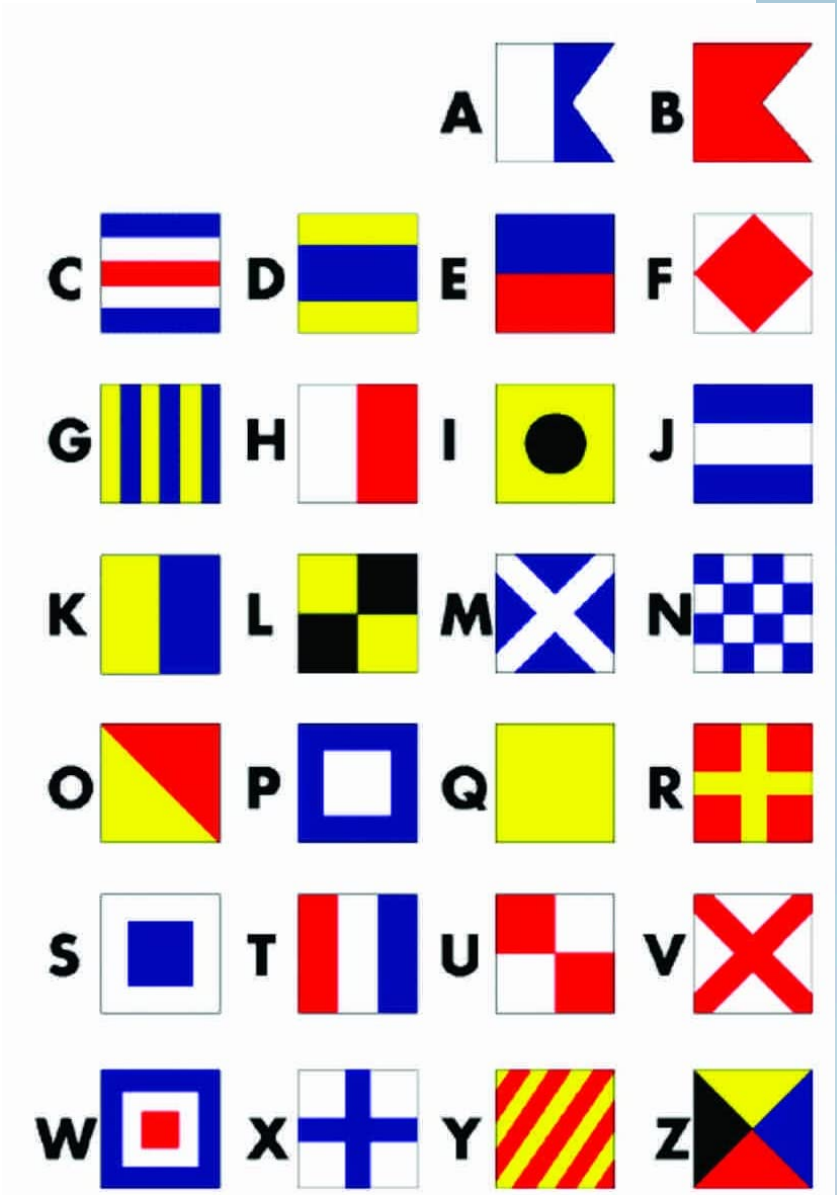
Compelling,
Inviting, Appealing

Inspiration

Signaling a new era, the West Harbor Brand is based in part on International Signal Flags.

West Harbor draws on the rich maritime heritage of San Pedro: industrial shipbuilding, fishing, and international trade.

The brand speaks to the coast of California, where culture is made and exported.



Typography: Lato

The typeface Lato should be used for West Harbor communications in three weights, Light, Regular, and Bold. Usage of the three weights will depend on the message being conveyed.

Aa — Light, Body

Bb — Medium, Sub-headlines

Cc — Bold, Headlines

AaBbCc

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 #?!@&\$

Secondary Typography: Raleway

The typeface Lato should be used for West Harbor communications in three weights, Light, Regular, and Bold. Usage of the three weights will depend on the message being conveyed.

Aa — Semi-Bold, Headlines

AaBbCc

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 #?!@&\$

The West Harbor color palette follows this presented hierarchy. Each of the colors will be used to highlight an area and a different aspect of communications.

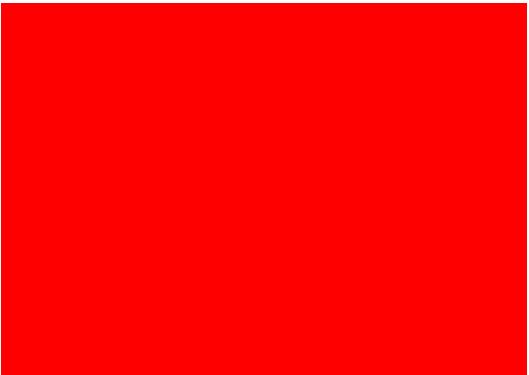
These color codes will guide the use of our brand colors across all media.



Pantone: 2748 C
CMYK: 100 86 0 35
HEX: 000062



Pantone: 2728 C
CMYK: 99 76 0 0
HEX: 3037CC



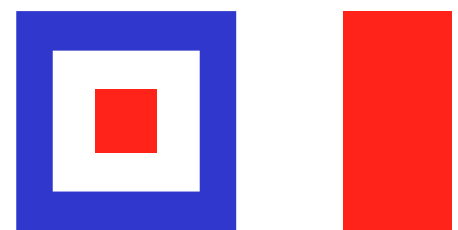
Pantone: Red 032 C
CMYK: 0 90 76 0
HEX: FF2319



Pantone: 1375 C
CMYK: 0 40 97 0
HEX: FF9E00

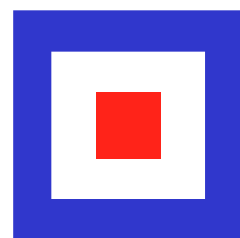


Pantone: Yellow 012 C
CMYK: 0 2 100 0
HEX: FFE001

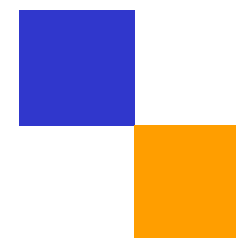


WEST HARBOR

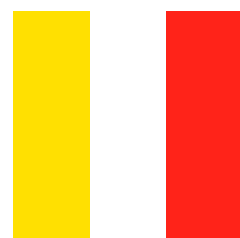
The Level Two formation of the visual identity comes together in this way. Each of the second level logos (examples shown here) will use the main branding in a unique way. Each of the flag symbols will be color coded to highlight the use of the feature.



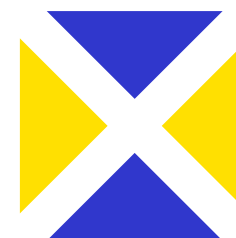
WEST
HARBOR
WALK



WEST
HARBOR
LANDING



WEST
HARBOR
THEATER



WEST
HARBOR
MARKET



Exterior Furnishing Guidelines

Plinth Dining

In denser tenant dining areas (Plinth, Southern Overwater Structure, Southern Outdoor Seating Area), provide either communal picnic tables, or loose tables and chairs.

Where picnic tables are used, provide either bench style seating, or loose chairs.

For chair style, see chairs in casual seating section (facing page).

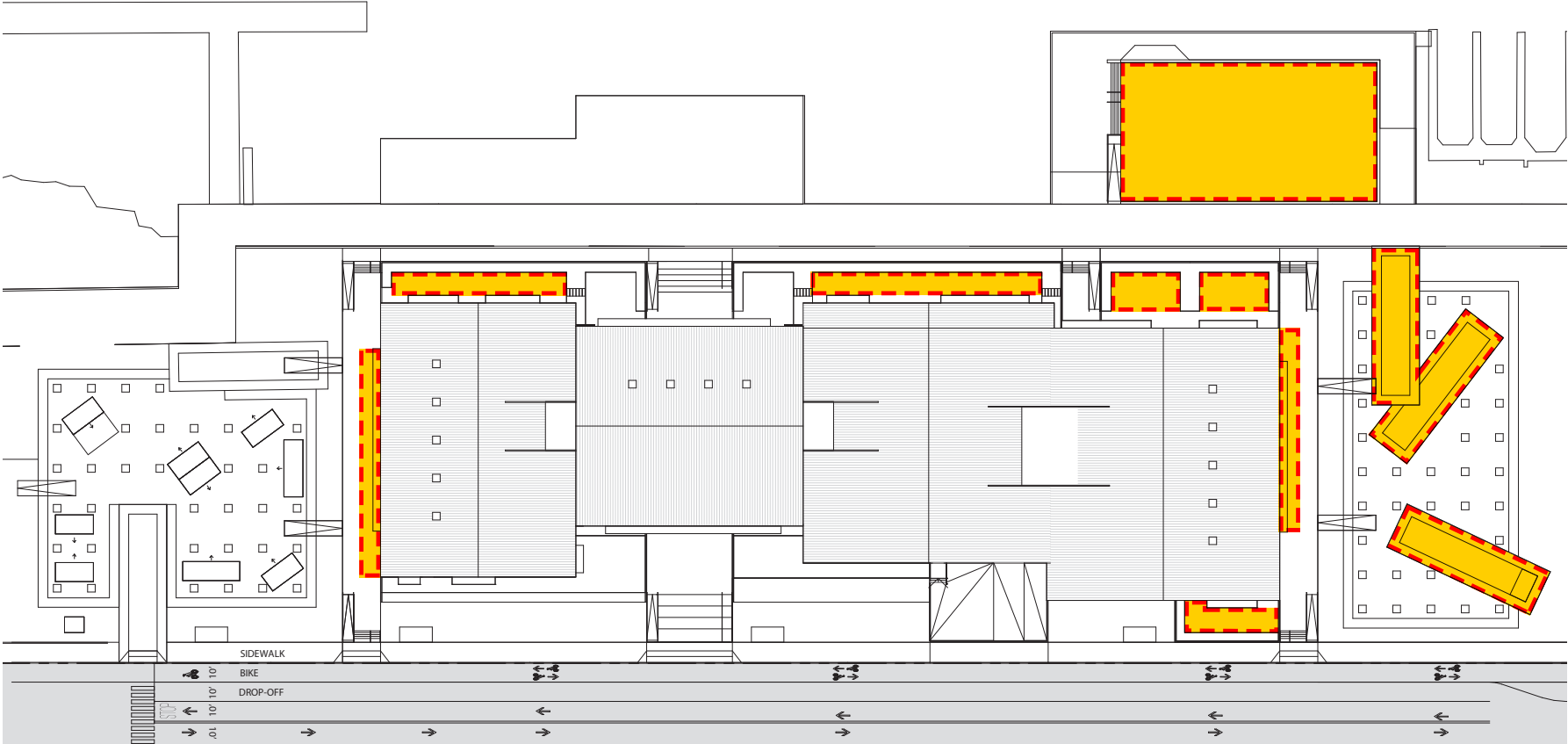
Maximum (2) chair types per tenant.
All tables in plinth zones shown should be minimal in style, and square/rectilinear in shape if possible.

SUGGESTED FINISH(ES):

Picnic tables to be natural or reclaimed wood



Suggested light and neutral color range for other tables (to prevent overheating):



Casual Dining

In more casual dining areas (Container Kitchen, Public Market Overwater Structure, Southern Outdoor Seating Area) provide loose tables and chairs.

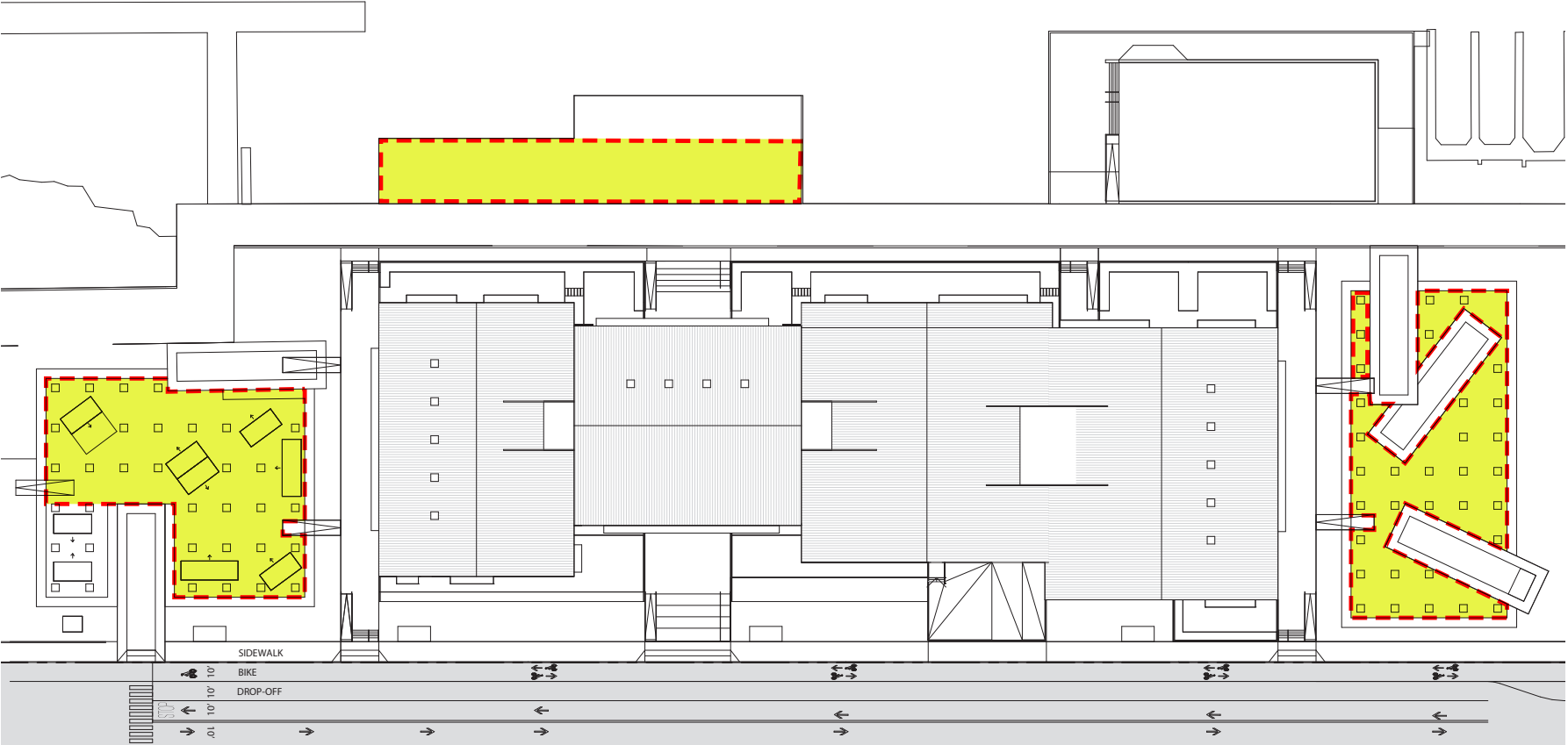
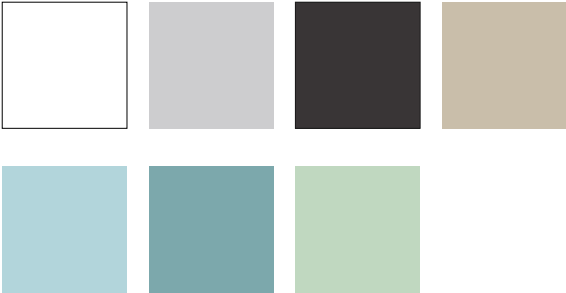
Maximum (1) chair types per Container Kitchen Operator
Maximum (3) chair types for West Harbor.

Chair styles should be contemporary and complement the port vernacular of the project.
All casual tables should be minimal in style, and circular in shape if possible.
Chairs should be made of high quality plastic or metal, and finished to be able to withstand a marine environment.

Suggested light and neutral color range for tables (to prevent overheating):



Suggested color range for seating:



Permanent Shading

To protect larger scale dining areas from direct sun, tenant(s) may install permanent shade structures, but only within boundaries shown to the right; permanent shade structures should not be installed on the plinth, or attached/adjacent to the building.

The design of any new shade structure(s) should be minimalist and complement, not compete, with landscape/building design. Design should be square/rectilinear in shape, and to be approved by owner and/or SPPM design team.

Horizontal shading surface (fabric canopy or wooden louvers) may be engineered to be retractable or operable. Supporting structure should be constructed of a material that is sympathetic to the port vernacular- i.e. steel, wood, canvas. No permanent shade structures should have a rigid solid overhead surface, but should instead be “breathable” - i.e. louvered, or made of lightweight/material such as canvas (to reduce wind resistance).

SUGGESTED FINISH(ES):

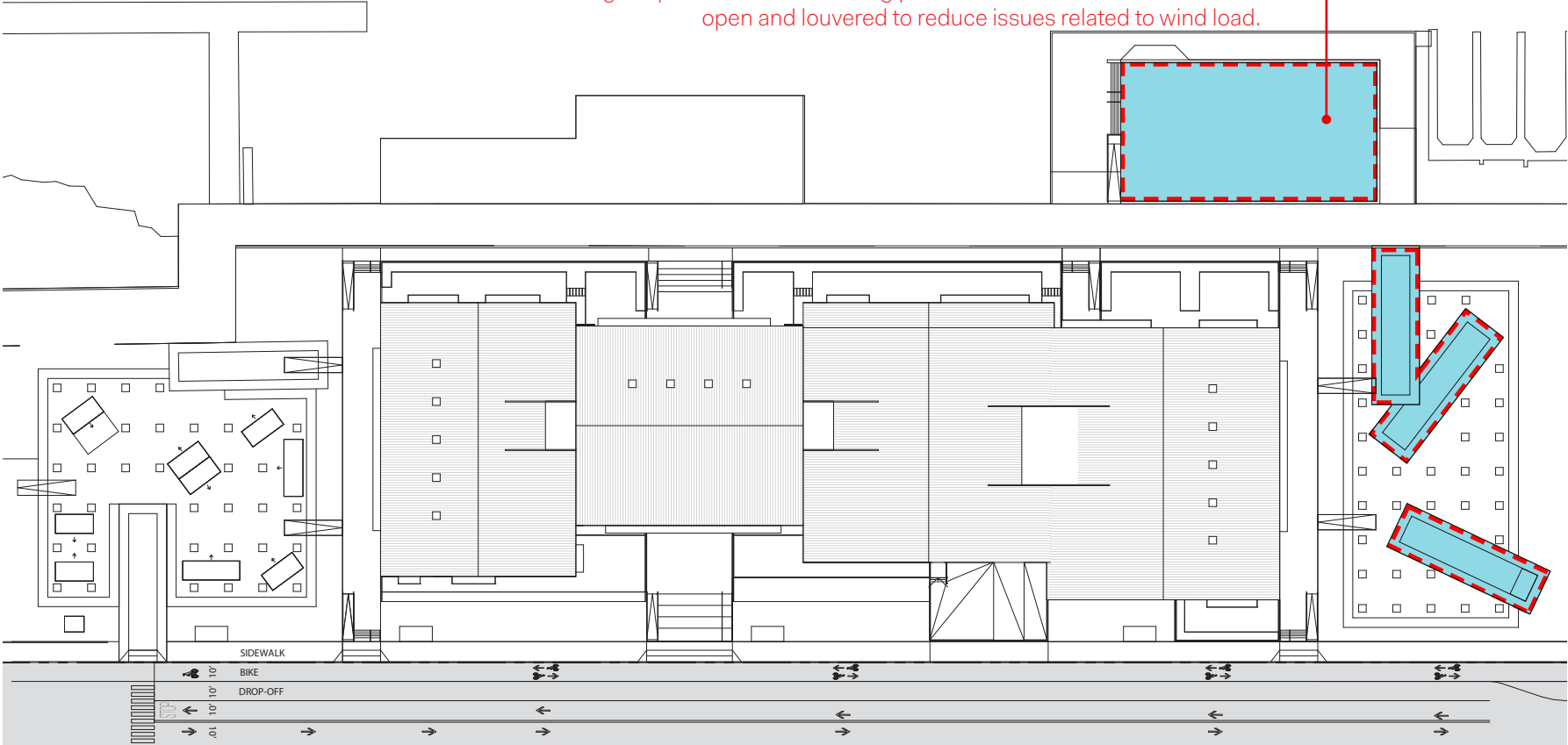
Vertical supports should finished in a neutral dark color.



Canopy above to be wood (to match barn door) or fabric neutral in color:



NOTE: At this pier, please consult with a specialist prior to constructing a permanent structure, to evaluate the potential design in conjunction wind loads and anchorage capabilities of this existing pier. Shade structure here should be open and louvered to reduce issues related to wind load.



ACCEPTABLE CANVAS SHADE STRUCTURE



ACCEPTABLE WOODEN SHADE STRUCTURE

WHAT TO AVOID:

- Tensile shading
- Bright colors
- Odd or irregular shapes
- Traditional design style



Temporary Shading

To protect smaller scale dining areas from direct sun, freestanding temporary shading should be provided at Plinth and Overwater Structures, as shown.

All umbrellas should maintain a minimum of 5'-0" clearance from building face.
Style should be as large scale as possible, and minimalist.
All umbrella/canopy shapes should be square/rectilinear, not circular, in shape.

SUGGESTED FINISH(ES):

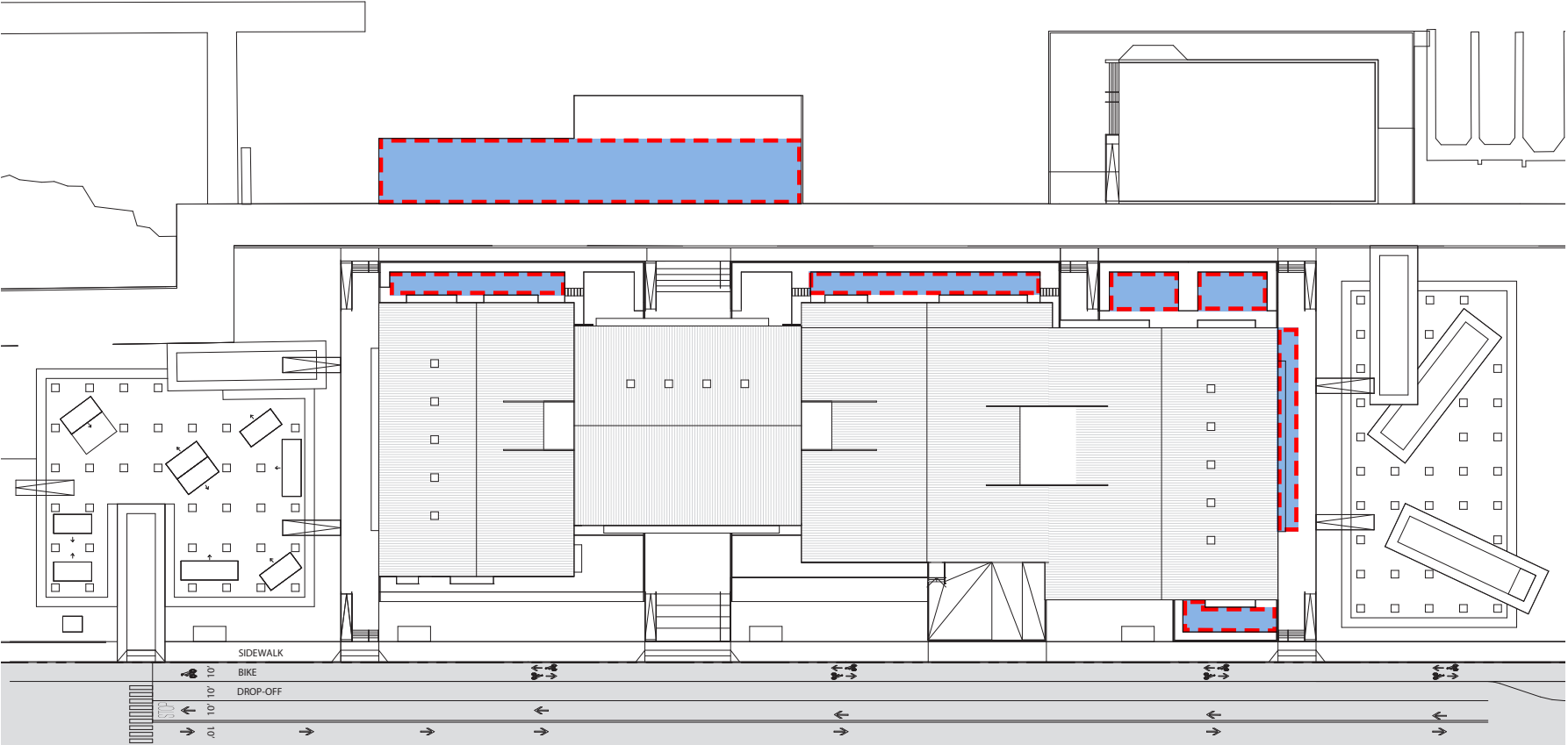
Bases should be dark/charcoal, coordinating with the building materiality.



Canopy fabric should also remain neutral:



RECOMMENDED AREAS:



Poggese Umbrella.



Bahama Jumbrella.

WHAT TO AVOID:

- Tensile shading that attach to building
- Bright colors
- Odd or irregular shapes
- Traditional / scalloped beach umbrellas



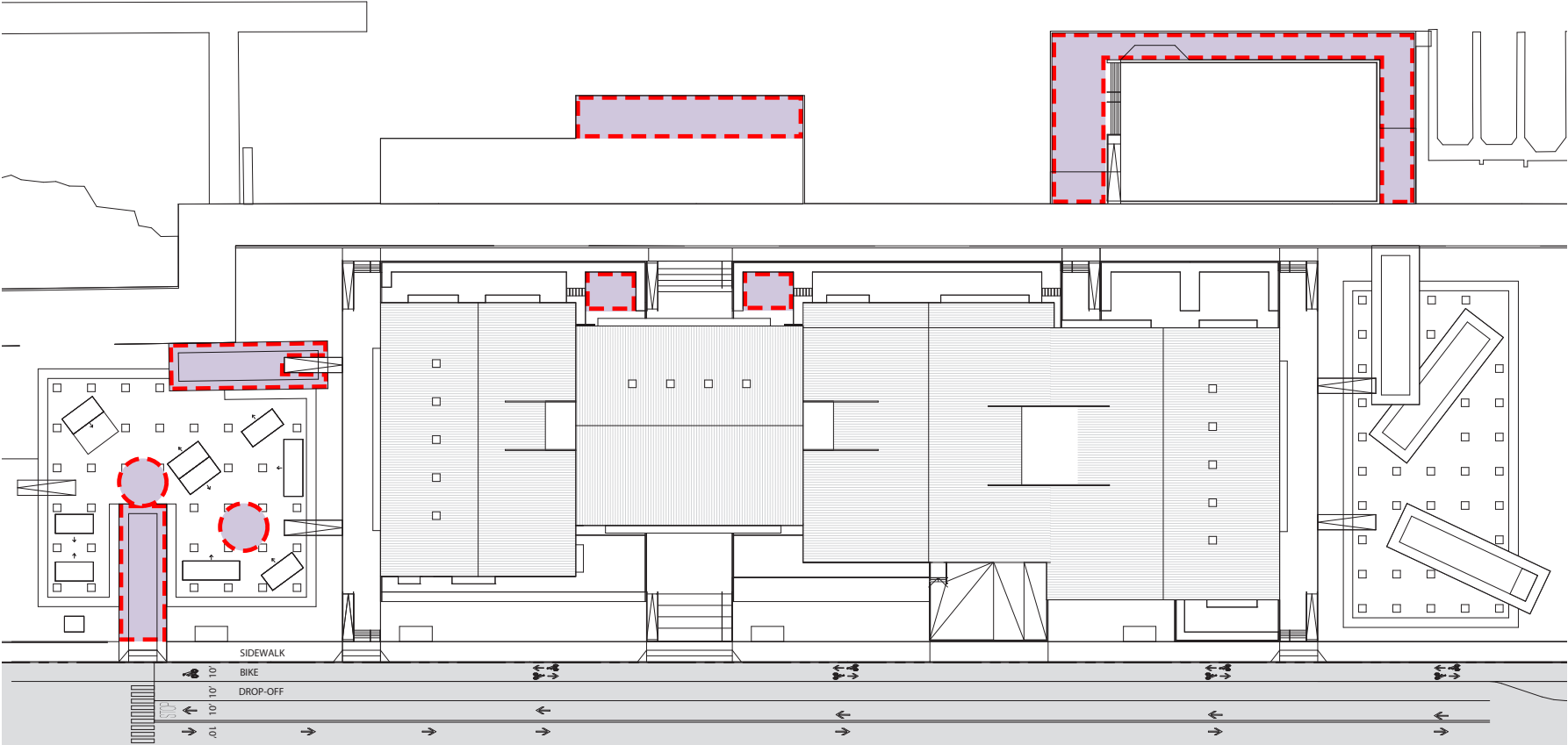
Lounge Seating

A variety of lounge seating should be provided at each area identified in the key plan.

Lounge furniture should be clean and contemporary in style, as to not compete with the building and landscape design.

A varied mix of 2-3 pieces should live within each zone.

Suggested color range for seating:



LOLLYGAGGER LOUNGE / CHAISE,
BENE LOUNGE CHAIR

Miscellaneous

● TRASH RECEPTACLES

Trash receptacles should be provided at all outdoor public areas, especially those with proximity to food consumption. Locations where they will be provided are shown to the right. If there are any additional locations desired by tenants or ownership, it is recommended to use the same Lakeside Litter receptacle (or similar) when possible (pictured right).



● FIRE PIT

2 outdoor minimal fire pits are included as add alts. to be installed in Container Kitchen at locations shown, in an effort to increase outdoor comfort in lounge areas during winter and evening hours. If there are additional fire pits desired by ownership, it is recommended to use the same Asia Gas Fire Pit when possible (pictured right).



■ REPURPOSED SHIPPING CONTAINERS

Similar to the container kitchen, it is recommended to use a repurposed standard shipping container(s) for any additional desired or required outdoor concessions or service program. For instance - drawn in the site plan, suggested within the outdoor dining area to the south, is a container that could be used as an outdoor bar (example pictured right).



● OUTDOOR GAMES

2-3 locations recommended for outdoor game use are shown at container kitchen. Maintain a minimum distance of 8'-0" from any dining furniture.

