



Date: June 8, 2016

To: Patrick H. West, City Manager *T.W.*

From: Amy J. Bodek, Director of Development Services *AJB*

For: Mayor and Members of the City Council

Subject: **Citywide Signage Program and Gateway Signage**

On December 4, 2015, a request for proposal (RFP) was issued seeking qualified design firms to assist in preparing a multi-phased comprehensive signage program, including designs for City Gateway signage. As a result of this competitive process, a design firm was selected to create a signage program that will result in design guidelines that establish a uniform look and design theme for new signs to be installed in the public realm including gateway signage, wayfinding signage, and directional signage for public parking and beach access.

The selection committee included the Assistant City Manager, Planning Bureau Manager, Tidelands Development Officer, City Traffic Engineer, and Downtown Long Beach Associates' Placemaking Manager. In March 2016, after the selection committee's review of the seven responsive proposals, four firms were invited to an interview. Selbert Perkins Design (Consultant) was selected as the most responsive bidder. The Consultant's work program indicated a clear understanding of the City's objectives for this project and included a detailed needs analysis and an assessment of existing signage prior to any design work. Their proposal also included a robust public outreach component, a depth of experience in similar coastal communities, and a work program that includes bicycle wayfinding signs and construction administration. These provisions will contribute to successful development of a comprehensive sign program for the City.

The project will include engagement of the Mayor and City Councilmembers, as well as a broad range of community stakeholders, to provide input into the development of a design concept. Staff has included in the scope a robust public outreach process to ensure the program takes significant input prior to development of any design concepts. This firm has had extensive experience in creating a collaborative process to take input from a variety of different groups in order to propose a design that embraces the community's values and identity.

Moving forward, the project team will work under the direction of the Assistant City Manager, with day-to-day project management handled by Development Services staff, in coordination with an interdepartmental team that includes staff from the City Manager's office, Public Works Department, and Tidelands Capital Improvement. The project team also includes a representative from Downtown Long Beach Associates (DLBA), who will work with the City team to coordinate pedestrian wayfinding signage in Downtown with the design of the City's parking and coastal access signage, as the DLBA will be committing their own funding to implementation of portions of the program.

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The Consultant agreement is not required to be approved by the City Council, as it is under \$200,000 (\$149,040). However, given the City Council's interest in this project, we will schedule a presentation for the Mayor and City Council during a regular Council meeting to introduce you to the team and provide an overview of the public input process, as public input will be key to developing a signage program that is embraced by the community. As reflected in the attached work program and schedule, the project is anticipated to be completed in nine months.

If you have any questions regarding this project, please call me at (562) 570-6428.

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ATTACHMENT: WORK PROGRAM AND SCHEDULE

CC: CHARLES PARKIN, CITY ATTORNEY
LAURA L. DOUD, CITY AUDITOR
TOM MODICA, ASSISTANT CITY MANAGER
ARTURO SANCHEZ, DEPUTY CITY MANAGER
REBECCA JIMENEZ, ASSISTANT TO THE CITY MANAGER
LINDA F. TATUM, PLANNING BUREAU MANAGER

