



Date: March 20, 2018

To: Patrick H. West, City Manager *PLW*

From: Tom Modica, Interim Director of Development Services *T.M.*

For: Mayor and Members of the City Council

Subject: Update on the Status of the Wayfinding Sign Program Implementation

This memo provides a status update on the citywide Wayfinding Sign Program currently underway. Through a competitive Request for Proposal (RFP) process, the City selected Selbert Perkins Design (Consultant) to design a comprehensive signage program that includes gateway entry signs, parking wayfinding, and coastal access signs, in addition to district and neighborhood identity signs, among others.

### **Public Outreach Process**

An extensive public outreach process was undertaken by City staff and the Consultant after receiving preliminary feedback from the City Council. Outreach efforts included stakeholder meetings with Downtown Long Beach Alliance (DLBA), community groups, business groups, and business improvement districts. An online survey was also conducted, resulting in more than 700 responses from the public and neighborhood groups. This feedback was critical to the process as it allowed the Consultant to prepare design concepts that reflect the community's values and identity. The proposed designs capture the themes reported in the public feedback, which characterized the City as progressive, diverse, active, creative, and fun. On April 18, 2017, the Consultant presented to the City Council a recommended design palette for wayfinding signs in the public realm. Since that presentation, staff have met with each Council District to further review the design, the proposed sign program, and to get feedback on priorities for implementation of the sign program in their districts. The general consensus from both internal and external stakeholders since the presentation of the design has been very positive.

### **Aquatics Capital of America**

Staff received specific feedback from one group, the Aquatics Capital of America (ACA). In April 2008, the City Council adopted this slogan to honor and recognize the importance of aquatics to the Long Beach community. Representatives of ACA expressed that they would have liked the "Aquatics Capital of America" logo on the signs and they wanted a yellow sun on a blue background incorporated into the design to represent the aquatic environment of the City. The Consultant advised the City against including slogans, or adding additional colors or logos, as these tend to clutter the design and quickly date the signage. Additionally, the design has been very positively received by many others in the community and is designed to represent all stakeholders, rather than to highlight specific attributes about the City. Staff has had several productive discussions with the ACA leadership about their input and will continue to work with the ACA to identify other means to capture the importance of the City's aquatic history and continuing legacy. Potential options for this effort include light pole banners along segments of selected street corridors,

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placement of history markers at locations or sites of historic aquatic events or activities; or a series of markers at multiple locations that create an aquatic trail. Each of these options, among others, will be further explored for implementation, in coordination with ACA representatives.

### **Implementation**

The FY 18 budget included \$1 million in additional funds to begin implementation of the wayfinding signage program. With the review of the specific design and priority locations with the City Council District offices complete, City staff is prepared to move forward with final design and implementation. Attachment A shows the final designs that will be incorporated into more detailed construction drawings.

Attachment B shows the various sign locations identified over the past several months. These sign locations were determined by reviewing data for highest traffic volumes, as well as input from Council offices on high priority corridors to highlight. Staff will continually review and update this map, as additional locations are identified or more ideal placement of the signage is determined.

Included on Attachment B are the Phase One signs, which will be the first signs to be implemented. In Phase One, staff is recommending a balanced approach to ensure that every area of the City receives a major Vertical Gateway sign. The recommended approach includes installation of one LONG BEACH Signature Gateway sign at the entry to Downtown from the 710 Freeway, as well as nine 20 foot vertical gateway signs at key entries around the perimeter of the City, in addition to Coastal Access signs and both Primary directional signage in Downtown and Secondary directional access signs Citywide.

### **Citywide Destinations**

One of the directions from the City Council during the April 18, 2017 meeting was to expand the directional signage beyond the Downtown effort. As the sign program is further developed, the City will include additional secondary directional signs to important City destinations. A preliminary list of these destinations is included in Attachment C. City staff will continue to add to this list as additional points of interest are identified. Full implementation of this program will be dependent on additional funding.

### **Downtown Wayfinding Signs**

As a supplement to the City's wayfinding signage effort, the DLBA has partnered with the City to create a Downtown Wayfinding program. This program will supplement the City's effort to enhance signage to the City's parking assets, and help residents and tourists navigate the area. The DLBA has completed their initial design of Downtown Wayfinding, which is shown in Attachment D. Unfortunately, the primary funding source for implementation of this program has been reduced, as support to the DLBA through the Redevelopment Dissolution process has been reduced by \$350,000. While the DLBA has some funding to implement this effort, they will not have the resources to implement the full plan in one phase. The City will seek to match some of the DLBA funding for this signage as additional resources are identified, as a way to leverage the DLBA investment in Downtown signage.

## **Additional Sites**

Through the review process that began in April 2017, a number of other opportunities for wayfinding and identification signage have been identified.

- **Long Beach Airport.** The Airport is examining a signature gateway sign on Airport property to highlight the Airport and the three million passengers that travel in and out of the facility.
- **Port of Long Beach.** The Port of Long Beach has expressed interest in a Gateway sign to identify when drivers have arrived in the Port of Long Beach. City and Port staff are working to identify design options and funding sources.
- **Convention Center.** The Convention Center has requested a sign on The Promenade to be used by visitors as a “selfie” spot. City and Convention Center staff to identify design options and funding sources.
- **Aquarium.** As part of the City’s contribution to the Aquarium project, the agreement includes the addition of Long Beach lettering to the new building.
- **Traffic Circle.** As discussed at the Council meeting, there is interest in adding a Signature Gateway sign at the Lakewood/Pacific Coast Highway Traffic Circle. City staff are working to identify design options and funding sources.
- **Pacific Coast Highway at Studebaker.** The Beach Oil Minerals Partners (BOMP) is in discussions with the City to fund a Vertical Gateway sign on their project site at this southeast gateway entry to the City.

## **Financial Impact**

The City’s Consultant has determined a general cost estimate for the various sign types that include the removal of existing signage, final design, fabrication, installation and, where appropriate, the cost of electrical work. The cost of electrical work is expected to vary by location depending on existing site conditions. The cost estimates are as follows.

- Signature Gateway Sign (LONG BEACH): \$210,000
- Vertical Gateway Sign: \$40,000
- Monument Sign: \$20,000 - \$40,000 (Depending on size: S, M, or L)
- Primary Directional Signage (Parking): \$290,000 for 100 signs
- Secondary Directional Signage (Destinations): \$200,000 for 100 signs
- Coastal Access: \$42,000 for 40 signs

## **Neighborhood Identification and Business Improvement District Signs**

Neighborhood identification and Business Improvement District (BID) signs were designed as part of this effort to provide options for neighborhoods and BIDs, if there was a desire to highlight certain areas. It is envisioned these signs would be paid for by the neighborhood or BIDs, if desired. The neighborhood signs are intended as a template that can be used as a pre-designed alternative, but neighborhoods will still have the option to create their own sign design through the existing City process for neighborhood signs.

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As new streetscape improvement projects by Public Works move forward, Development Services staff will seek opportunities to include business and neighborhood signs in these projects, whenever permissible, especially in grant-funded projects. Streetscape projects that are funded by BIDs are also anticipated to use this sign palette and some of these projects may come on line sooner than City-implemented signs.

### Removal of Old Signage

The City will begin the removal of the old signage during the implementation phase of the new signage. Old signage will eventually be completely removed. The exception will be the older "International City" signs, of which two remain (at Heartwell Park and on 2<sup>nd</sup> Street). These signs are in good condition and through the outreach process staff heard a desire to keep them as they are limited in number and in locations where they can be preserved.

### Next Steps

Development Services and Public Works Departments staff are in the process of preparing an RFP for the fabrication and installation of the Phase One signs. It is anticipated we can break ground for the first signs by Fall 2018.

If you have questions regarding this matter, please contact Linda F. Tatum, Planning Bureau Manager, at (562) 570-6261 or [linda.tatum@longbeach.gov](mailto:linda.tatum@longbeach.gov).

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### ATTACHMENTS

- 1 – WAYFINDING AND CITY ID SIGN TYPES
- 2 – MAP OF WAYFINDING CITY ENTRY AND ID SIGNS
- 3 – MAP OF WAYFINDING DESTINATIONS, PARKING, AND COASTAL ACCESS SIGNS
- 4A–DLBA DOWNTOWN WAYFINDING SIGN KIOSK TEMPLATE
- 4B–DLBA INSERT MAP DESIGN FOR PLACEMENT ON EACH SIGN KIOSK

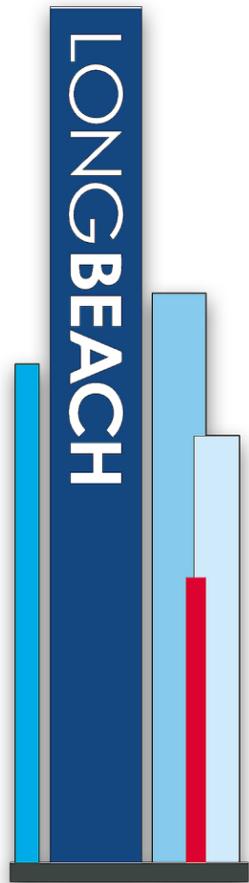
CC: CHARLES PARKIN, CITY ATTORNEY  
LAURA L. DOUD, CITY AUDITOR  
KEVIN JACKSON, DEPUTY CITY MANAGER  
REBECCA GARNER, ASSISTANT TO THE CITY MANAGER  
LINDA F. TATUM, PLANNING BUREAU MANAGER  
CRAIG BECK, DIRECTOR OF PUBLIC WORKS

## PHASE I Implementation

- SIGNATURE GATEWAY

# LONG BEACH

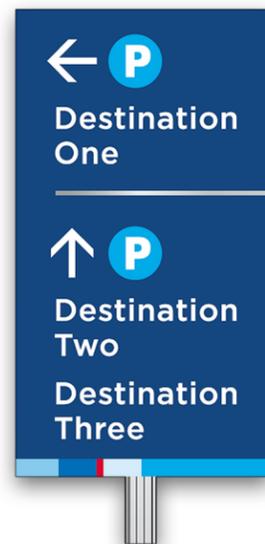
- VERTICAL GATEWAY



- MONUMENT GATEWAY



- DESTINATION/  
PARKING ID



- PARKING  
DIRECTIONAL



- COASTAL  
ACCESS/ID



## PHASE II Implementation

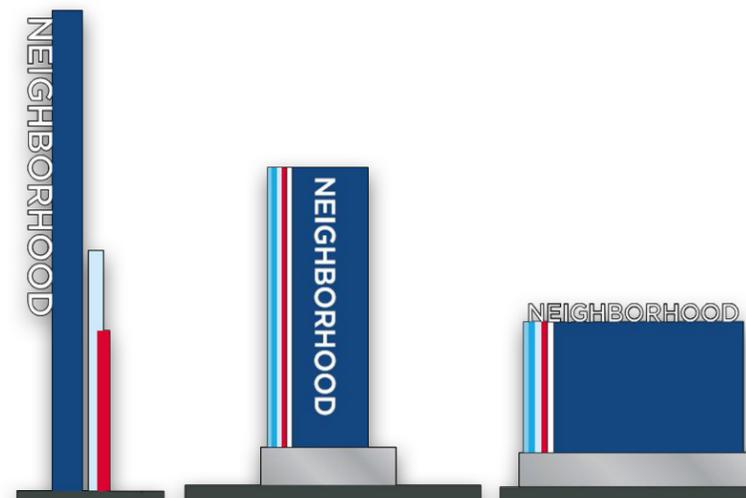
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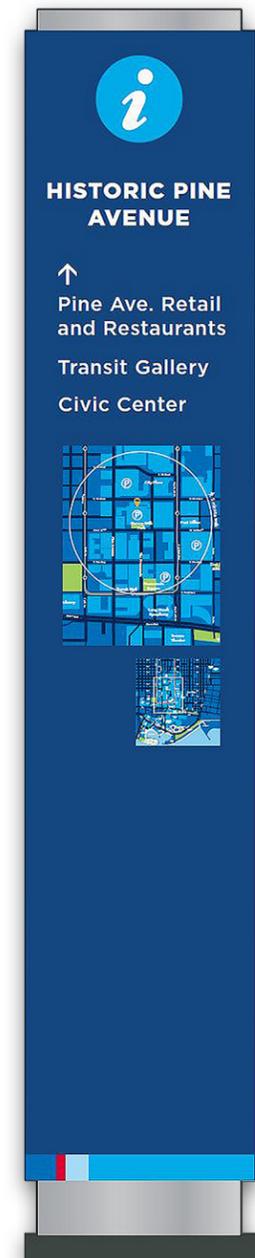
- BANNERS



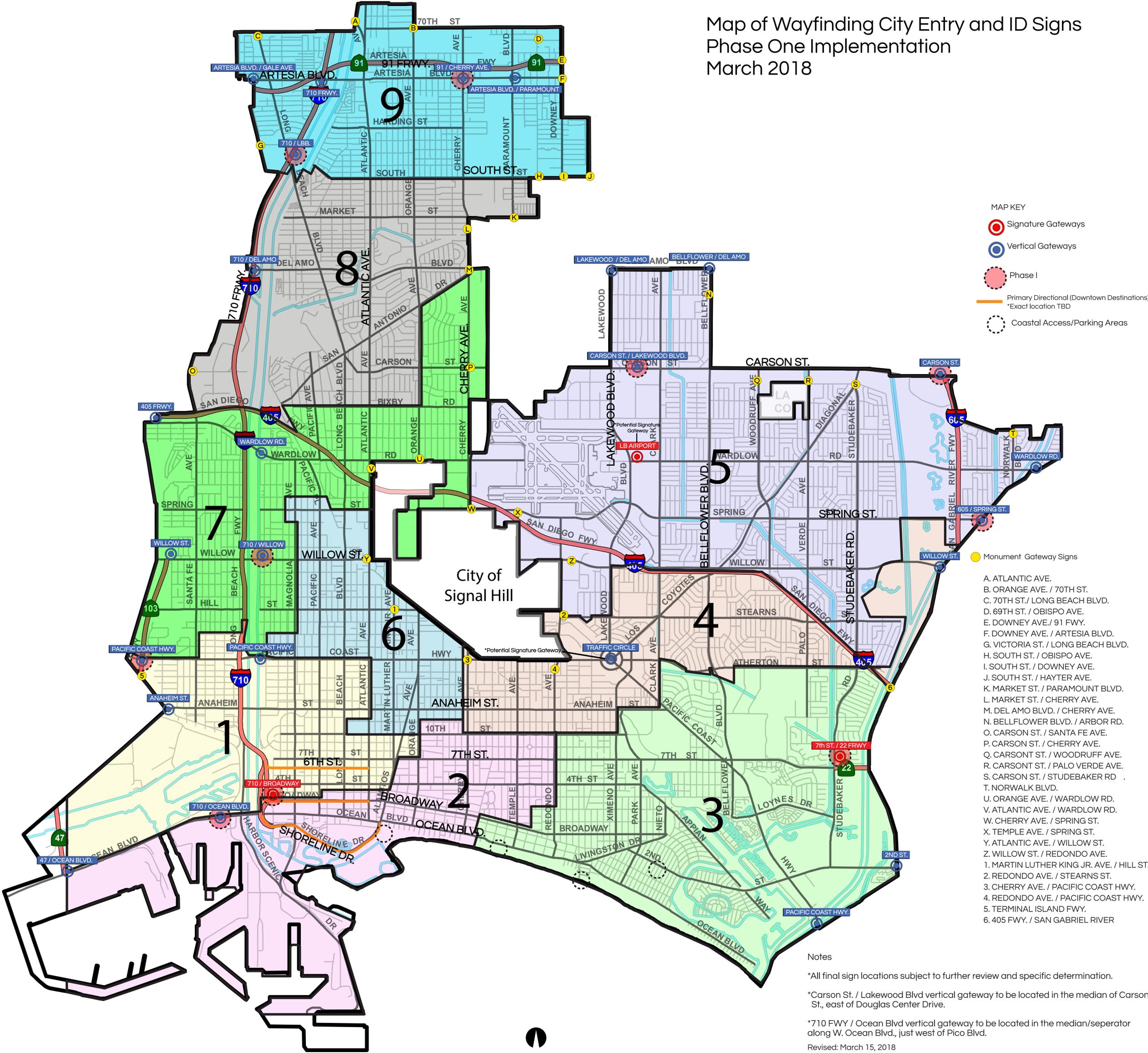
- NEIGHBORHOOD SIGNS



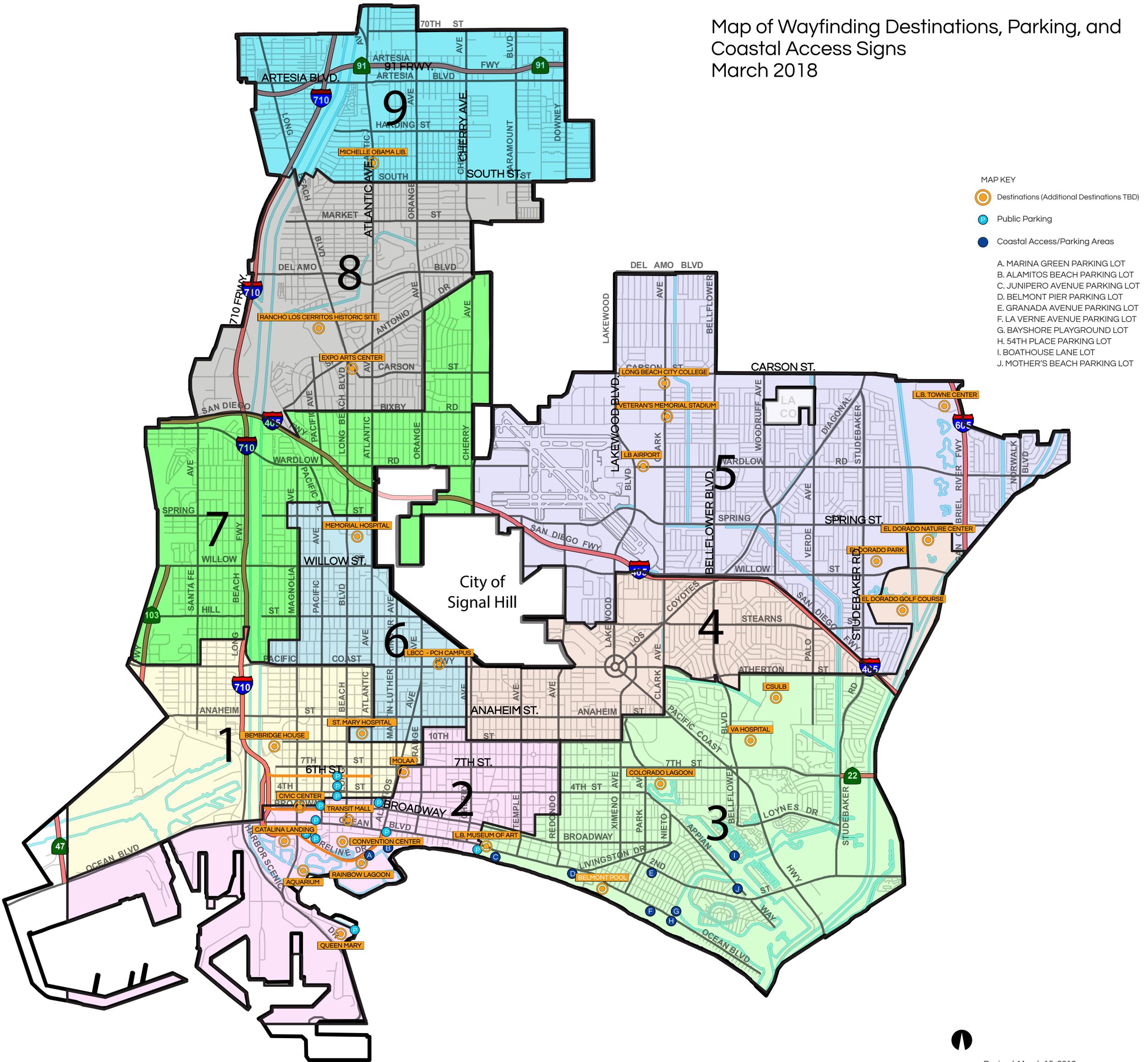
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DIRECTIONAL

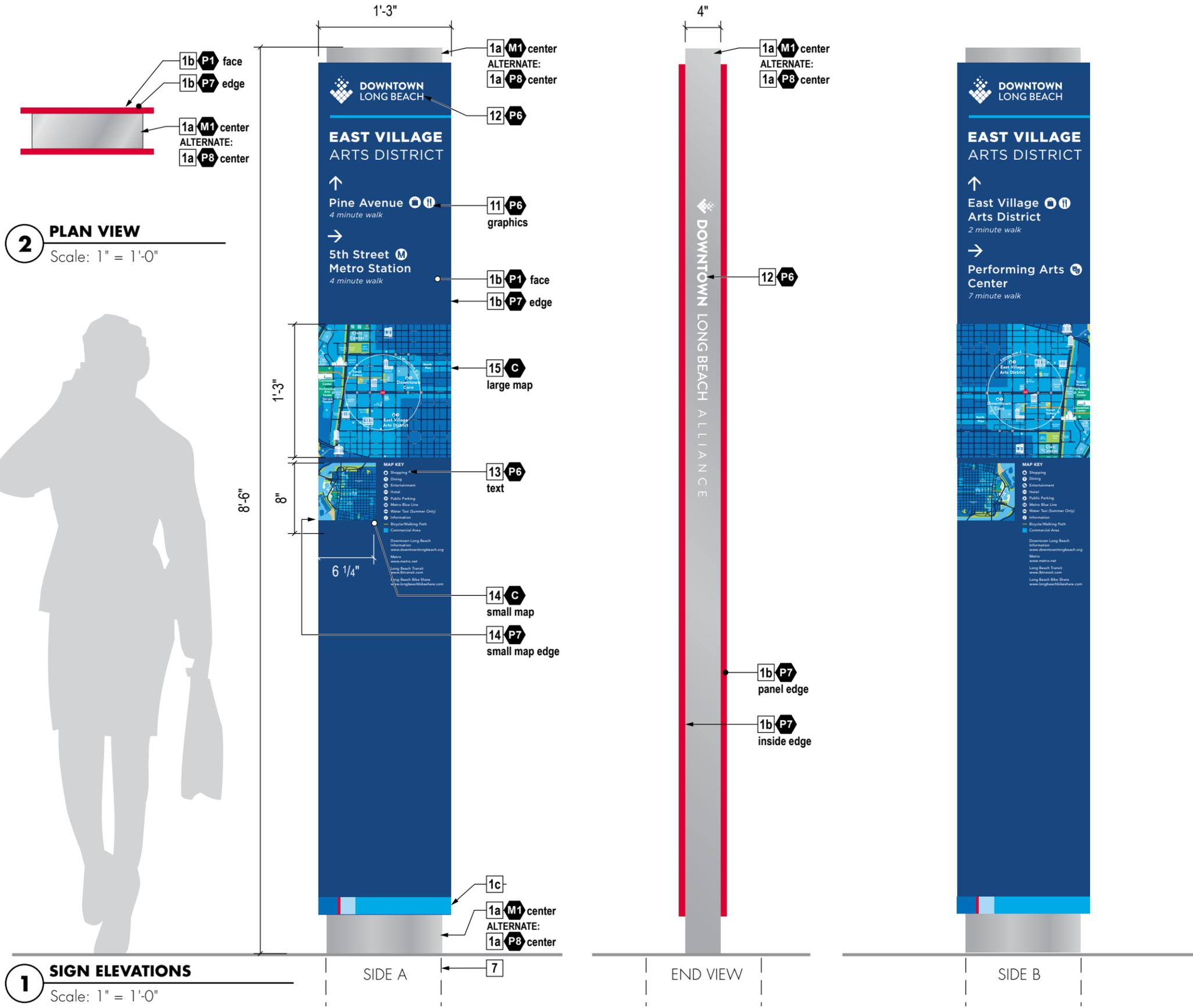


# Map of Wayfinding City Entry and ID Signs Phase One Implementation March 2018



Map of Wayfinding Destinations, Parking, and Coastal Access Signs  
March 2018





**NOTES**

- 1. Sign Cabinet:** New fabricated sign cabinet.
- 1a. Sign Cabinet Center Panel:** Support sign cabinet with stainless steel finish. Apply graffiti-resistant coating to all exposed surfaces. Ease all edges. [ALTERNATE: Silver Painted Aluminum]
- 1b. Sign Cabinet Graphic Panels:** Fabricated aluminum panels with primed and painted finish. Apply graffiti-resistant coating to all exposed surfaces. Ease all edges.
- 1c. Color Bars:** Primed and painted finish.
- 2. Structural Frame:** Provide support structure of engineered internal aluminum angle frame as required.
- 3. Structural Post Support:** For vertical pylons of certain height, main support (treated as pole-sign) is steel pipe embedded into concrete foundation. Only applicable per structural engineering requirements / TBD.
- 4. Monument Base:** New fabricated stainless steel monument sign base area (kick-plate). Apply graffiti-resistant coating to all exposed surfaces. Securely bolt to upper sign cabinet. Ease all edges. [ALTERNATE: Silver Painted Aluminum]
- 6. Exposed Concrete Base:** If Applicable and advised: Minimum height above-grade exposed concrete footing base (not shown) to have smooth finish; remove jagged edges. Apply clear sealer (tbd).
- 7. Foundation:** Provide below-grade reinforced concrete footing and structural attachment per engineering.
- 8. Anchor Plate:** Anchor plate. Isolate dissimilar metals.
- 9. J-Bolts:** Attach sign frame & metal anchor plate to pre-set stainless steel anchor bolts in concrete foundation. Isolate dissimilar metals.
- 10. Dimensional Graphics / Flush Mount:** 1/2" thick cut-out aluminum disc [ALTERNATE: cut-out Lexan]; primed and painted finish; stud-mount to cabinet; reinforce with silicone adhesive. Symbol is surface silk-screened graphic.
- 11. Directional Graphics:** Surface applied silk-screened graphics. Apply satin clear coat sealer.
- 12. Identity Graphics:** Surface applied silk-screened graphics. Apply satin clear coat sealer.
- 13. Map Key Graphics:** Surface applied silk-screened graphics. Apply satin clear coat sealer.
- 14. Small Map:** Digitally powder coated graphic on aluminum. Direct Embed or Designer approved equivalent. Set-in flush to the main panel.
- 15. Large Map / Changeable:** Digitally powder coated graphic on aluminum. Direct Embed or Designer approved equivalent. Overall sign pylon can be disassembled to allow large map to insert flush or be removed. See Details.
- 16. Site Location & Limit of Work (Measurements & Locations):** Coordinate with Owner for final sign locations and foundation requirements per local codes. Verify setbacks. Field verify all measurements. Verification process prior to developing shop drawings.

