



**Date:** March 1, 2005  
**To:** Honorable Mayor O'Neill and Members of the City Council  
**From:** Frank Colonna, Council Member, Third District *FC*  
**Subject:** **AGENDA ITEM: Welcome to Long Beach Signage Installation Plan**

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**Background**

As one of America's great cities, it is important for Long Beach to have adequate and recognizable welcome signage at all major entrance points. Signage provides city residents with a sense of pride and visitors an important travel demarcation.

As Long Beach continues its renaissance, it is important for the city to welcome all of its guests. Signage also improves the city landscape and helps move the Long Beach brand forward.

The welcome sign off the 710 freeway coming into downtown Long Beach is a great start. It is important for the city council and community to be updated on any future welcome signage installation plans. I am aware that the city has a plan in place with two other signs approved for installation and other planned locations subject to further approval.

I would like staff to update the council on the signage program, including a possible timeline for installations and budgetary concerns.

**Recommended Council Action**

Move to direct staff to update the City Council on Welcome Signage installation plan within 30 days.