



CITY OF LONG BEACH

DEPARTMENT OF COMMUNITY DEVELOPMENT

333 WEST OCEAN BOULEVARD • LONG BEACH, CALIFORNIA 90802

May 10, 2005

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Receive and file this report on the Long Beach Signage Installation Plan.
(Citywide)

DISCUSSION

On March 1, 2005, the City Council directed staff to update the City Council on a possible Long Beach Gateway Signage Installation Plan (Exhibit A). It was requested that this report include pictures of existing and proposed signage, planned locations, timelines for installation and budgetary concerns. This report includes background on the Long Beach Gateway Signage Installation Plan, an update on Redevelopment Agency gateway signage, a proposed Citywide signage plan, an overview of the Downtown Wayfinding Signage Program and other signage efforts.

Background

On February 2, 1999, the City Council approved a recommendation from the Traffic and Infrastructure Committee (Committee) to establish a City Signage Task Force (Task Force) under the direction of Long Beach Strategic Marketing, Inc. The Committee instructed the Task Force to produce a report including designs, proposed materials, costs, production and placement schedule, maintenance features, existing ordinances, adaptability to geographic locations and general aesthetics. Specifically, the Task Force was asked to develop sign designs for City entrances at the southern end of the 710 Freeway and the intersection of Marina Drive and 2nd Street.

The Committee received the Task Force's report on September 14, 1999 (Exhibit B), and on October 5, 1999, the City Council concurred with the recommendations of the Committee. The recommendations included approving the concepts outlined in the Task Force's report, authorizing Long Beach Strategic Marketing, Inc. to apply for permits for two signs, and requesting staff to report back with recommendations for

implementing a Citywide signage program. For a variety of reasons, no action was taken to implement these recommendations and no signage was installed until 2004 when a new program was initiated by the Redevelopment Agency.

Redevelopment Agency Gateway Signage Program

Program

The Redevelopment Agency issued bonds of \$40 million for the North Long Beach Redevelopment Project Area in 2002. Of this amount, \$18 million was allocated for infrastructure including street reconstruction, dirt alley paving, new streetscapes and landscaped medians. Community members in North Long Beach requested that gateway signs be incorporated into construction plans for street medians at entrances to the City. The first sign in North Long Beach was installed in the Paramount Boulevard median at the northern City border. In addition, two more signs were installed in the City, one by the Redevelopment Agency and one by the Department of Public Works. These are located at the 710 Freeway median, south of the 6th Street overpass and the Spring Street median, east of Linden Avenue.

The Redevelopment Agency plans to continue installing gateway signage in North Long Beach as street medians are constructed, including (Exhibit C):

- Atlantic Avenue median, south of SR-91 (Artesia Freeway)
- Cherry Avenue median, south of SR-91
- Artesia Avenue median, at western City border
- Artesia Avenue median, at eastern City border
- Del Amo Boulevard median, east of 710 Freeway
- Del Amo Boulevard median, at western City border

Staff will also recommend that the Redevelopment Agency consider installing signage in the Central Long Beach and West Long Beach Industrial Redevelopment Project Areas, as well as additional locations in the North Long Beach Redevelopment Project Area. The Redevelopment Agency will need to approve the installations after making a legally required Finding of Benefit that there are no alternative funding sources. Proposed locations are as follows:

Gateway Signs:

- Ocean Boulevard, at western City border
- Cherry Avenue, at Long Beach/Signal Hill border just south of 405 Freeway
- Anaheim Street (heading east)
- Pacific Coast Highway, at western City border

Entrance Signs:

- Willow Street, at eastern Long Beach/Signal Hill border
- Willow Street, at western Long Beach/Signal Hill border
- Willow Street, at western City border
- Downey Avenue, at northern City border
- Long Beach Boulevard, at northern City border

Project Costs and Timeframe for Installation

The cost to the Redevelopment Agency for the installed signage was \$25,000. The estimated total cost to the Redevelopment Agency for construction and installation of both gateway and entrance signage for the fifteen planned and proposed locations listed above is \$138,000. The Redevelopment Agency would install all signs over a one-year period.

It is important to note that, in March 2005, the new gateway sign located on Paramount Boulevard was severely vandalized (Exhibit D). Due to the costly estimate for repair, Redevelopment Agency staff are now working with a sign company to evaluate a variety of materials for future sign construction that will be more resistant to vandalism.

Citywide Gateway Signage Program

Program

With exception of the three new gateway signs discussed previously, there are currently 16 signs throughout the City (Exhibit E). These signs are outdated, deteriorated, inconsistent and lack vibrancy (Exhibit F). Moreover, many City entrances still lack any signage and have little or no landscaping.

When considering visibility for City entrances in terms of traffic count, two design tiers for new signage are proposed. These two tiers are "gateway signs" (Exhibit G) and "entrance signs" (Exhibit H). City entrances were selected for gateway signs based on a daily traffic count of 25,000+. Entrances with a daily traffic count of 10,000 - 24,999 were selected for entrance signs. There are 14 City entrances with daily traffic counts over 10,000 in non-redevelopment areas. It is recommended that signage be installed at all 14 of these locations.

Entrance locations with traffic counts of 25,000+ that are recommended for new gateway signs include (Exhibit I):

- 7th Street/State Highway 22
- Carson Street, at eastern City border
- Lakewood Boulevard, at northern City border
- Pacific Coast Highway, at eastern City border

Entrance locations with traffic counts of 10,000 – 24,999 that are recommended for new entrance signs include (Exhibit J):

- Bellflower Boulevard, at northern City border
- Clark Avenue, at northern City border
- Willow Street, at eastern City border
- Wardlow Road, at western City border
- 2nd Street, at eastern City border
- Spring Street, at eastern City border
- Wardlow Road, at eastern City border
- Studebaker Road, at northern City border
- Woodruff Avenue, at northern City border
- Palo Verde Avenue, at northern City border

See Exhibit K for a map of all signage locations listed so far in this report.

Project Costs and Timeframe for Installation

Due to General Fund funding constraints, it is recommended that both gateway and entrance signage be installed in non-redevelopment areas over a three-year period. This timeframe will also allow staff the opportunity to work with private developers to seek private funds for signage as appropriate. The installation schedule will be prioritized by traffic count. In addition, all existing City signage will be removed. Attached is a table of all proposed locations (Exhibit L).

The approximate cost of each gateway and entrance sign, including installation, is \$12,500 and \$2,600 respectively. Four gateway signs (\$50,000) and ten entrance signs (\$26,000) are proposed, for a total estimated project cost of \$76,000. It is recommended that the City Council appropriate General Fund monies of \$25,334 each year over the next three years for the installation of gateway and entry signage in non-redevelopment areas, and that the Department of Public Works be assigned to supervise the signage installation plan.

Downtown Wayfinding Signage Program

Beginning in November 2004, the Redevelopment Agency, together with the Downtown Long Beach Associates (DLBA), began installing approximately 225 vehicular and pedestrian signs and maps throughout the greater Downtown area for the purpose of promoting the linkages between Downtown's convenient transportation and points of interest. The signage program promotes various neighborhoods within the Downtown as well as transportation routes and specific destinations such as parking, hotels, office buildings, dining, shopping, art venues, museums and civic facilities (Exhibit M). Installation is now complete.

Development of the Wayfinding Signage Program was facilitated by a Metropolitan Transportation Authority (MTA) grant. The Redevelopment Agency received \$430,000 in funding from MTA, with matching funds of \$109,000 provided by the Redevelopment Agency and \$45,000 by DLBA, for a total project amount of \$584,000.

Other Signage Efforts

The Downtown Long Beach Associates (DLBA) Board recently approved funding to support the development of a Downtown Gateway Signage Program. The program proposes the installation of gateway signage at key entry points into the Downtown area. Attached is an illustration of the proposed signage (Exhibit N). The potential key entry points that have been identified are:

- 7th Street and Alamitos Avenue
- Ocean Boulevard and Alamitos Avenue
- Ocean Boulevard and Golden Shore
- Broadway and the 710 Freeway
- 7th Street and Pine Avenue
- Ocean Boulevard and Pine Avenue

Cost for the proposed signage is estimated at \$250,000 per sign, with a total project cost of approximately \$1,500,000. The DLBA Board has approved an annual commitment of \$100,000 of Property Based Improvement District (PBID) Special Project funds to pay the debt service incurred for the project through 2012. Alternate lending options are being explored to support the fabrication and installation of a quality project.

This letter was reviewed by Assistant City Attorney Heather Mahood on May 2, 2005, and Budget Management Officer David Wodynski on May 2, 2005.

TIMING CONSIDERATIONS

City Council action on this matter is not time critical.

FISCAL IMPACT

The staff recommendation is to receive and file this report, which will create no fiscal impact. However, if the City Council and Redevelopment Agency Board were to approve this proposal at a later date, the approximate cost of each gateway and entrance sign, including installation, is \$12,500 and \$2,600 respectively.

Ten gateway signs (\$125,000) and five entrance signs (\$13,000) are proposed in redevelopment project areas. Hence, the Redevelopment Agency would need to allocate \$138,000 for the project. In addition, four gateway signs (\$50,000) and ten

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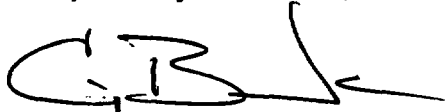
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entrance signs (\$26,000) are proposed in non-redevelopment project areas. The City Council would need to allocate \$25,334 from the General Fund in Fiscal Years 2006, 2007 and 2008 (total of \$76,000) to the Department of Public Works to complete signage installation in non-redevelopment areas. Revenue offsets or spending reductions have not been identified to support this new General Fund expense

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



CRAIG BECK
ACTING DIRECTOR OF
COMMUNITY DEVELOPMENT

MSF:BAK:mm

APPROVED:



GERALD R. MILLER
CITY MANAGER

- Attachments:
- Exhibit A – Frank Colonna Memorandum
 - Exhibit B – Signage Task Force Report
 - Exhibit C – Map of Redevelopment Agency Sponsored Signage Locations
 - Exhibit D – Photos of Vandalized Sign
 - Exhibit E – Map of Existing Signage
 - Exhibit F – Existing Signage Photos
 - Exhibit G – Gateway Sign Design
 - Exhibit H – Entrance Sign Design
 - Exhibit I – Map of Proposed Gateway Signs
 - Exhibit J – Map of Proposed Entrance Signs
 - Exhibit K – Map of All Signage Locations
 - Exhibit L – City Entrance Locations by Traffic Count (Order of Installation)
 - Exhibit M – Downtown Wayfinding Signage
 - Exhibit N – DLBA Examples of Proposed Signage

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