



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**

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.

LongBeach

strategic marketing, inc.

September 14, 1999

TO: Traffic & Infrastructure Committee Members:
Councilmember Jenny Oropeza
Councilmember Jackie Kell
Councilmember Ray Grabinski

FROM: City Signage Review Task Force

It was the consensus of the Traffic & Infrastructure Committee that a comprehensive and contemporary sign program for Long Beach be investigated.

On February 2, 1999, City Council approved a recommendation from the Traffic & Infrastructure Committee to establish a City Signage Review Task Force under the direction of Long Beach Strategic Marketing, Inc. Listed below are members of the Task Force as proposed by the City Manager.

**Nancy Ahlswede, Apartment Assoc., California Southern Cities
Mary Coburn, Bixby Knolls Business Improvement Assoc.
Oscar Edwards, Black Business & Professionals Association
Linda Howell DiMario, Long Beach Strategic Marketing, Inc.
Mike Kowal, Los Cerritos Improvement Association
Debbie Juliff, Long Beach Strategic Marketing, Inc.
Janet Molina-Watt, Leadership Long Beach
Jorge Pardo, Public Corporation for the Arts
Ed Shikada, City Staff
Roberto Uranga, Latino Leadership Council**

The Task Force was asked to develop sign designs, specifically for city entrances at the southern end of the 710 freeway and the intersection of Marina Dr. and 2nd St. Direction was given to return to

the Traffic & Infrastructure Committee with a design including proposed materials, costs, production and placement schedule, maintenance features, existing ordinances, adaptability to geographic locations and general aesthetics. The Task Force focused on a product whose theme would be generic and timeless.

It is the goal of the Task Force to place the two initial entrance signs plus at least one in each council district by the end of the year 2000.

The Task Force thanks the Traffic & Infrastructure Committee and City Council for the opportunity to work with this exciting project and is proud to make the following recommendations.

Signage Task Force Proposal

September 14, 1999

Proposed Designs

In establishing criteria for the designs taking into consideration existing ordinances, adaptability to geographic locations and general aesthetics, it became apparent that two designs were required; horizontal and vertical. Superior Electrical Advertising Co., a Long Beach firm, was selected to work with the Task Force through the design process based on their familiarity with the city's efforts to create a positive image both to its residents and outlying areas. Their experience with current ordinances, permit process, and Coastal Commission requirements was also considered in the selection. They prepared the designs based on recommendations of the Task Force including the branding graphics developed for Long Beach.

The "freestanding pylon style" sign is designed for use in areas with tall buildings and visual clutter; where horizontal land space is unavailable; and where high profile and visibility are required for demarcation. This design is recommended to replace the existing vertical sign located at Marina Dr. and 2nd St.

The "monument style" sign is appropriate for park-like settings or areas where horizontal land space is more available. This design is recommended to replace the existing sign in the grass area at the end of the 710 freeway, just south of the Broadway exit. The sign would be visible by southbound traffic and will not interfere with the existing park setting.

Estimated Design Costs

Freestanding Pylon Sign (Marina Drive & 2nd St.)

Top section: fabricated brushed aluminum (round)	\$ 6,627
Two sets of channel letters w/neon	\$ 7,346
Fabricated steel poles	\$11,850
Paint poles, if required	\$ 500
Fabricated base, frame & MDO	\$ 2,129
Two fabricated compass logos, non-illum.	\$ 5,480
Marble/granite composite*	\$ 7,500
Concrete	\$ 1,350
Install, 3 men, 1 day – assumes anchor bolt install	<u>\$ 2,405</u>
Sub-Total	\$45,187

Monument Sign (Southern End of 710 Freeway)

Fabricated aluminum frame & cabinet 5'-0" high x 15'-8" wide	\$ 6,017
Fabricated aluminum letters reading "Long Beach" (non-illuminated, halo cut)	\$ 3,800
Fabricated compass logo, non-illuminated	\$ 2,840
Marble/granite composite*	\$ 8,490
Concrete	\$ 4,300
Installation	<u>\$ 2,820</u>
Sub-Total	\$28,267

Explanation of Materials

A marble/granite stone combination, put together with a binder (95% stone and 5% binder) allows for the look of marble, but is a much stronger element. This blend of stone and binder is harder than general composites. The "hardness" assures a longer life and can sustain a rock thrown by a car or the deflection of a maintenance tool and is not affected by sea air or direct sun. Avonite, which was originally considered, has proven upon research to be a better material for indoor use. Avonite is subject to sea air, sun and wind and is easily chipped.

Sign Maintenance Costs

Profile Sign: \$80/mo.
Monument Sign: \$53/mo.

The above figures are quoted from Superior Electrical Advertising and include:

- Monthly inspection to assure neon, wiring and related components are functioning;
- Surface cleaning at ground level areas and once per year, cleaning will include extending crews into the air (may require permits, after hours maintenance due to traffic patterns);
- Replacement of failed items such as ballasts, transformers, wiring and lamps are included.

Sign Maintenance Responsibility

It is proposed that the City of Long Beach accept responsibility for sign maintenance through contract with either the producing sign company or maintenance provider as they so designate.

Sign Production Schedule

Upon program approval by City Council, the following timeline of events would begin.

	Sept.	Oct.	Nov.	Dec.	Jan.
City Council Presentation	→				
Submit design plans to Planning & Safety (Permits)		→			
Submit agreement to Public Works for Maintenance program		→			

Note: The above does not include timing for pulling electricity to the sign at Marina & 2nd.

Funding Options

LBSMI agrees to pay for the construction and installation of the two initial entrance signs located at the southern end of the 710 freeway and the intersection of Marina Dr. and 2nd St in full. Since consideration has been given to

accelerating the program throughout the city, it is suggested that a funding program be established covering construction and installation of additional signs. For your consideration the following funding options are proposed to accelerate the signage program throughout the City.

- 1) Private sector sponsorships, including neighborhood and business associations, covering 100% of the cost
- 2) Two-party partnerships between private sector companies, including neighborhood and business associations, and LBSMI whereby the costs would be shared equally
- 3) Three-party partnerships between the City of Long Beach, private sector companies, including neighborhood and business associations, and LBSMI whereby the costs would be shared equally
- 4) City of Long Beach would assume responsibility for funding of all signage

The above options would allow for private sector sponsorship identification on the body of the sign, including neighborhood and business associations. LBSMI, being a "stealth" organization would not be recognized on the sign.

***Administration of
Continuing Program***

If it is the consensus of the Traffic & Infrastructure Committee and the City Council that the sign designs be adopted throughout the city, it is proposed that approval of this program include the construction and placement of additional signs. LBSMI would accept responsibility for administering the program and maintaining the integrity of the sign designs. This would include securing funds, site selection, and monitoring sign production and placement contracts.

Banner Program

Artwork for street light banners has been developed and is available to use alone or in conjunction with signs. Banners could be funded in the same method as adopted for covering the cost of signs. LBSMI would secure funding and administer the contract for printing, hanging, removal and storage.

***Banner Program
Costs & Maintenance***

Based on a 30" x 96" size (most common size); five varied designs per order; four ink screens and colors:

Quantity:	100	200	300	500
\$ Per Banner:	\$119.40	\$103.50	\$ 98.20	\$ 93.90

Above estimates include double stitching on all edges, image silk screened on both sides, fabric doubled over on top and bottom banner sleeves, heavy-duty grommets and marine canvas fabric which carries a 5-year guarantee.

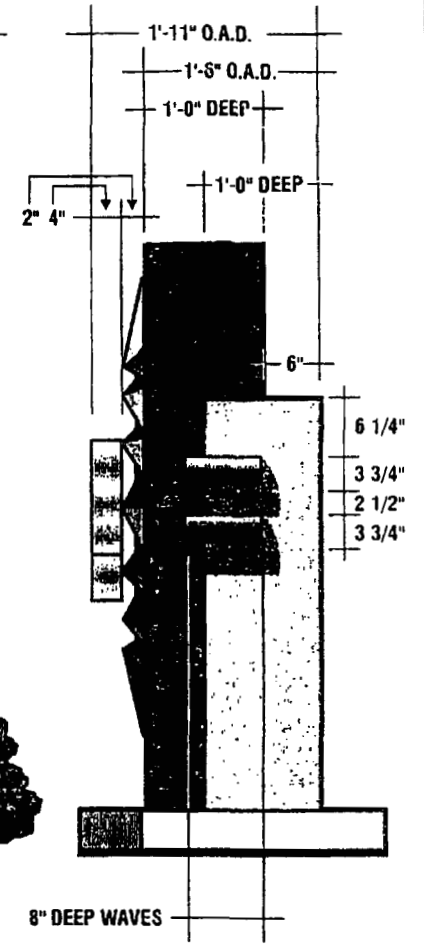
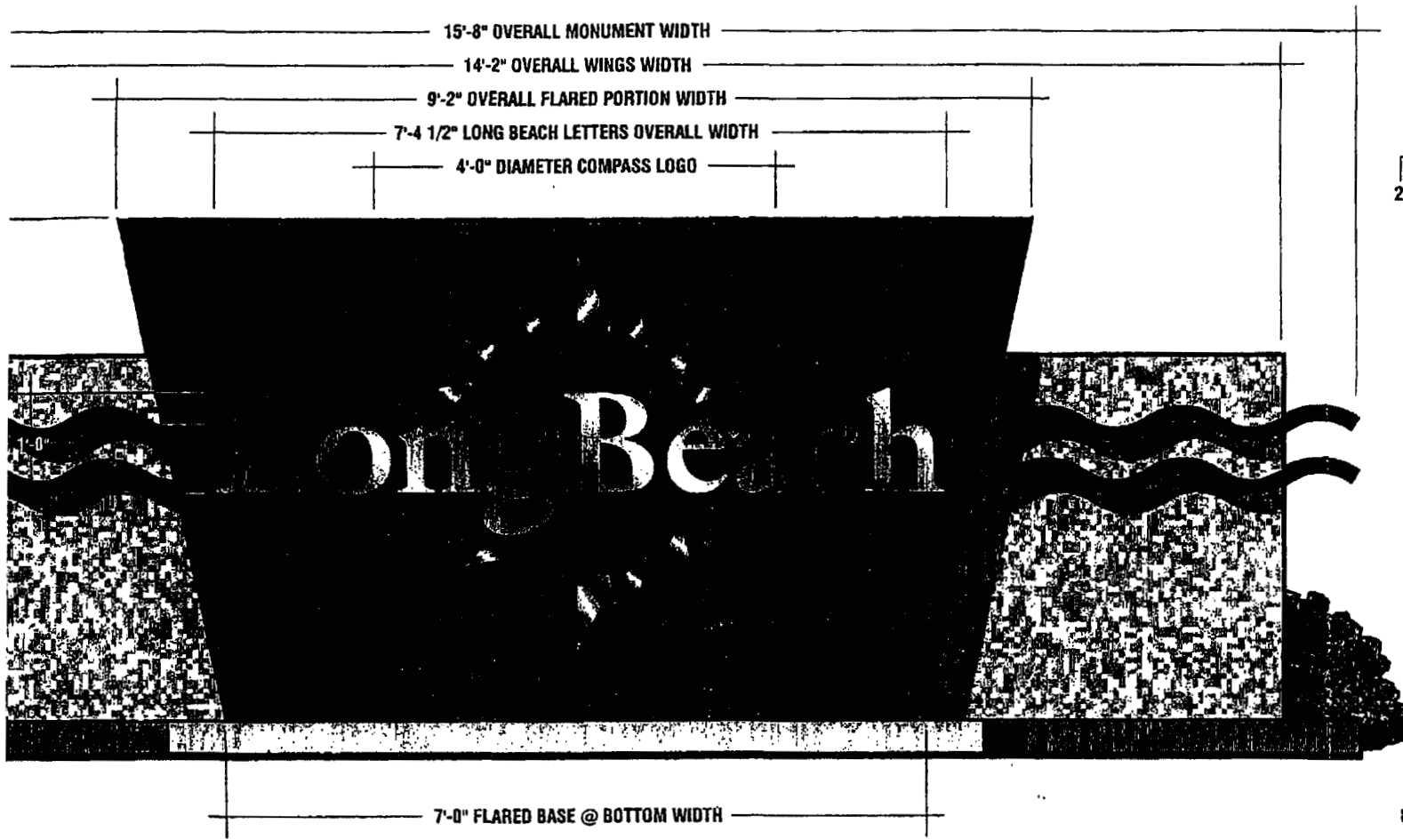
Installation costs (which include one round of putting up and taking down) range from \$31 each for single banners on a pole to \$49 each when putting two on a single pole.

Assignment of Liability

It is proposed that the City of Long Beach accept responsibility of liability for signs and/or banners being constructed/displayed on Long Beach City property, relieving sponsors and LBSMI of all liability.

Design Ownership

LBSMI would assign ownership of the sign design and banner artwork to the City of Long Beach.



MANUFACTURE & INSTALL ONE (1) S/F ILLUMINATED GATEWAY SIGN

QUANTITY: ONE (1)

B SIGN END DETAIL
 SCALE: 3/4" = 1'-0"

BASE PORTION: DARK GREY & LIGHT GREY GRANITE, MARBLE OR EQUAL
 FONT: LIGHT GREY GRANITE OR EQUAL
 LOGO: 3-DIMENSIONAL COMPASS SHAPE W/ BRUSHED ALUMINUM FINISH
 LETTERS: 3" DEEP REVERSE-PAN CHANNEL LETTERS W/ GOLD OR BRASS METAL FINISH HALO-ILLUMINATED W/ #8500 WHITE NEON TUBING BEHIND LETTERS
 INTER-LOCATED FLOOD LAMPS MAY BE DESIRED TO ILLUMINATE EXTERIOR OF MONUMENT STRUCTURE

Page No. Of Qty.

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-99	Project CITY OF LONG BEACH GATEWAY SIGNS		Design No. 99-04-9981-02	This is an original computer-generated drawing created by Superior Electrical Advertising, Inc. It is submitted for your personal use in connection with Superior Electrical Advertising, Inc. It is not to be loaned, reprinted, copied, or otherwise used in any manner. The copyright of design, style, appearance or material is Superiors and not SEA or the client. Superior Electrical Advertising, Inc. is not responsible for the use of the drawing in any manner. Please refer to the contract for terms and conditions.
	Address ONE WORLD TRADE CTR DR LONG BCH		Reg. No.	
	Contact	Phone	Customer Approval	
	Accl. Mgr PATTI SKOGLUND	Designer R. Scheffer		
	Scale As Noted	Date 04-11-99		

AND MAY NOT BE AN EXACT MATCH TO ACTUAL COLORS USED



Long Beach

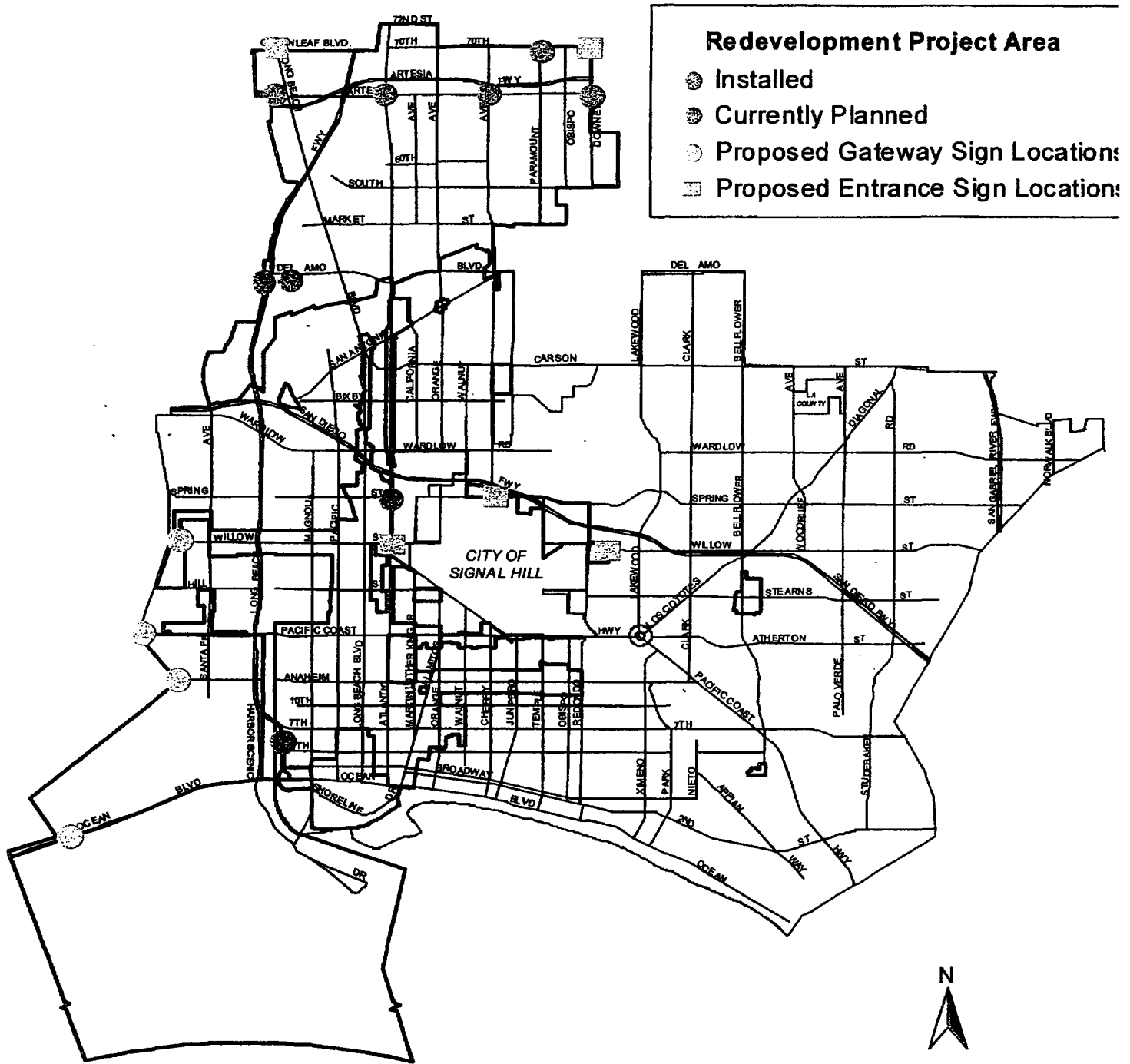
Long Beach

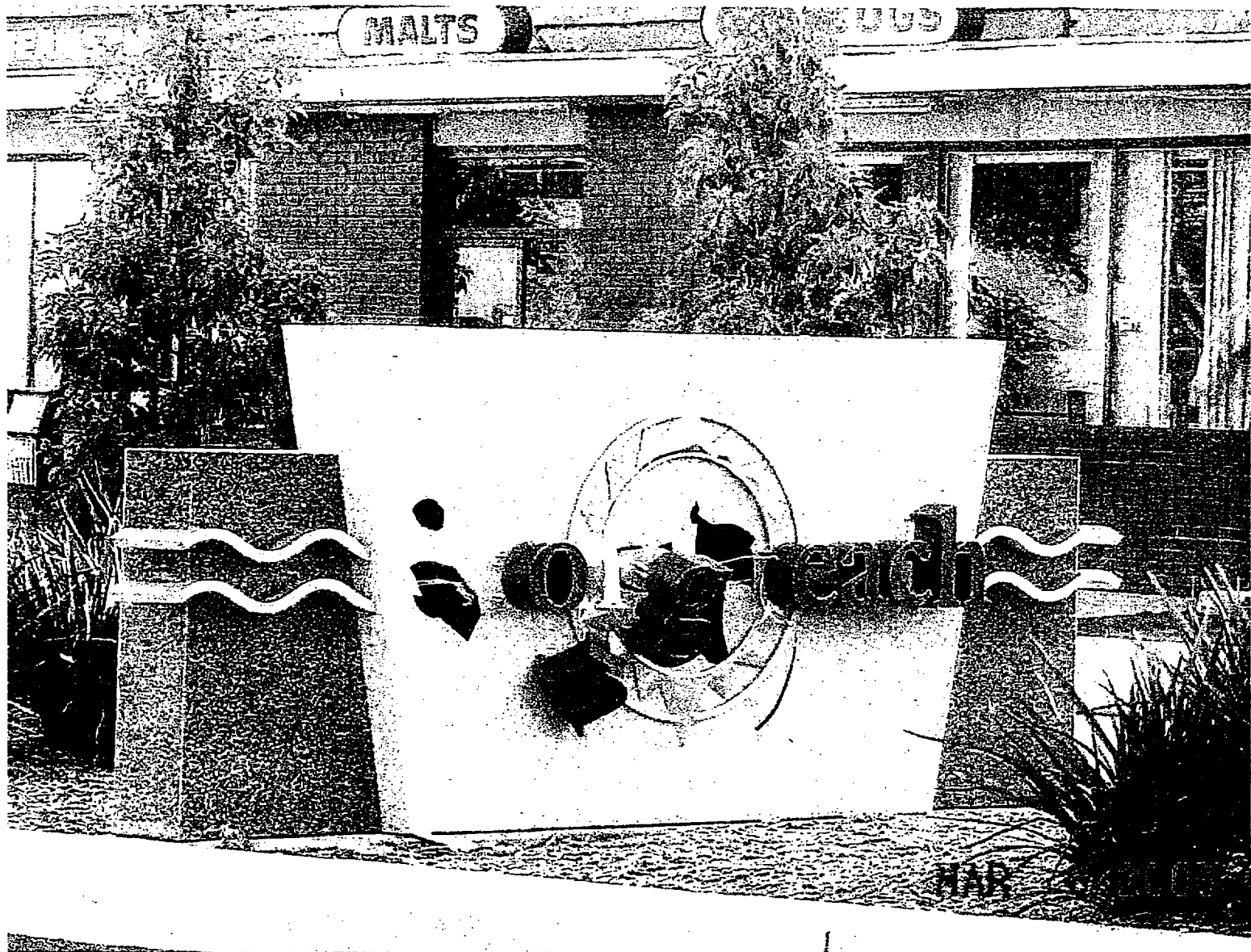


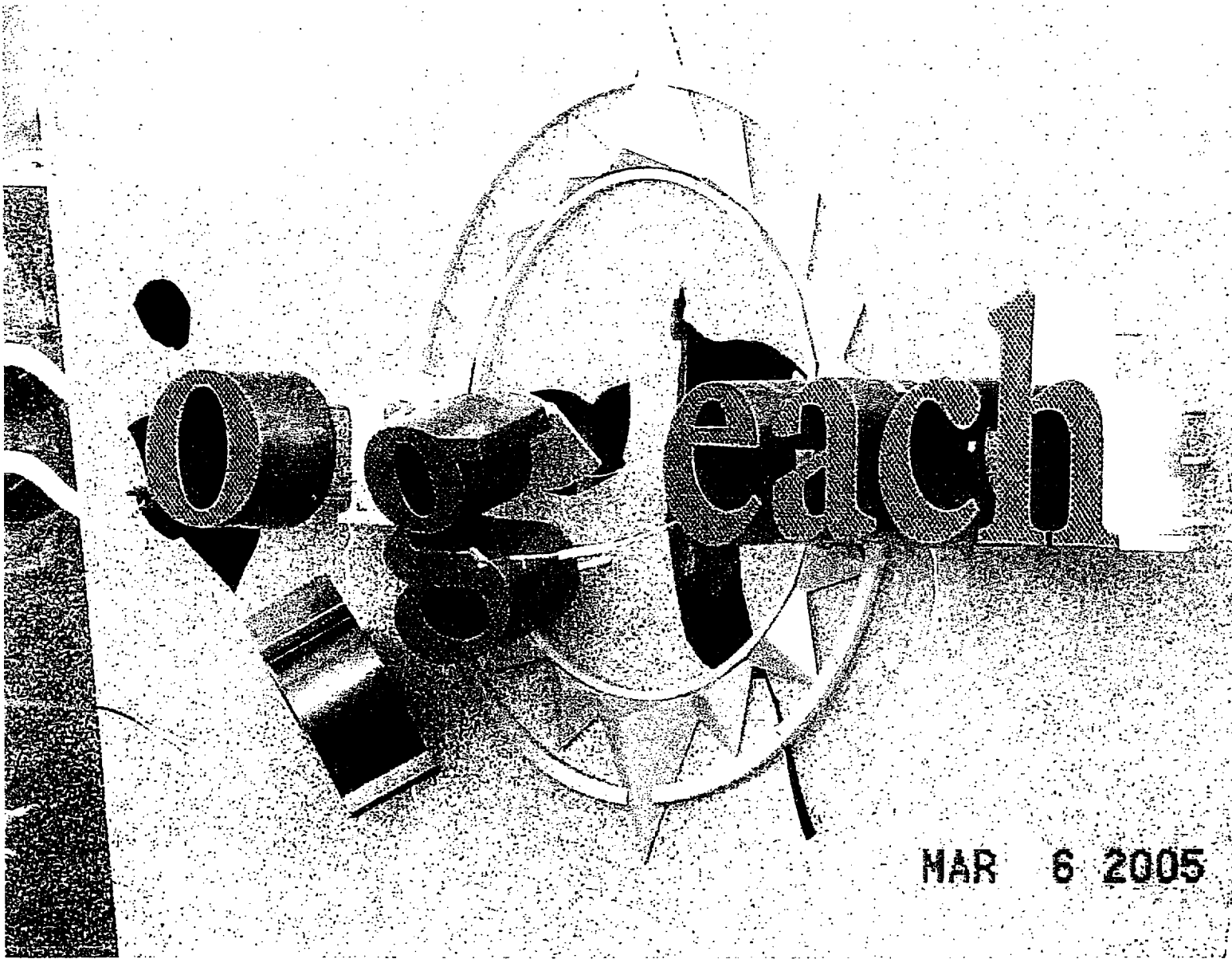
PRESENTED BY
superior
electrical advertising
PERIPHERAL ELECTRIC

REDEVELOPMENT AGENCY

Signage Locations



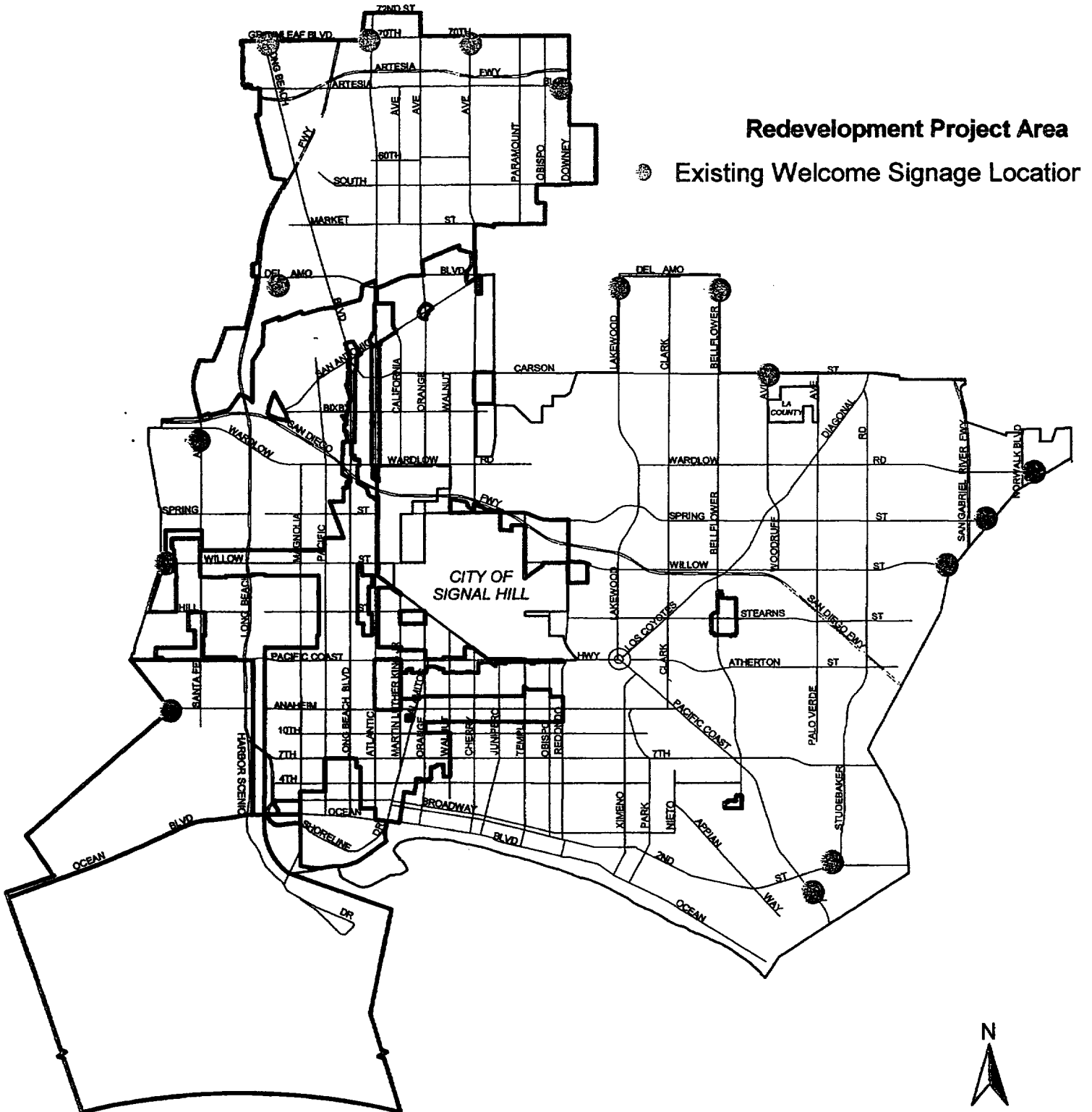




MAR 6 2005

CITY OF LONG BEACH

Existing Sign Locations



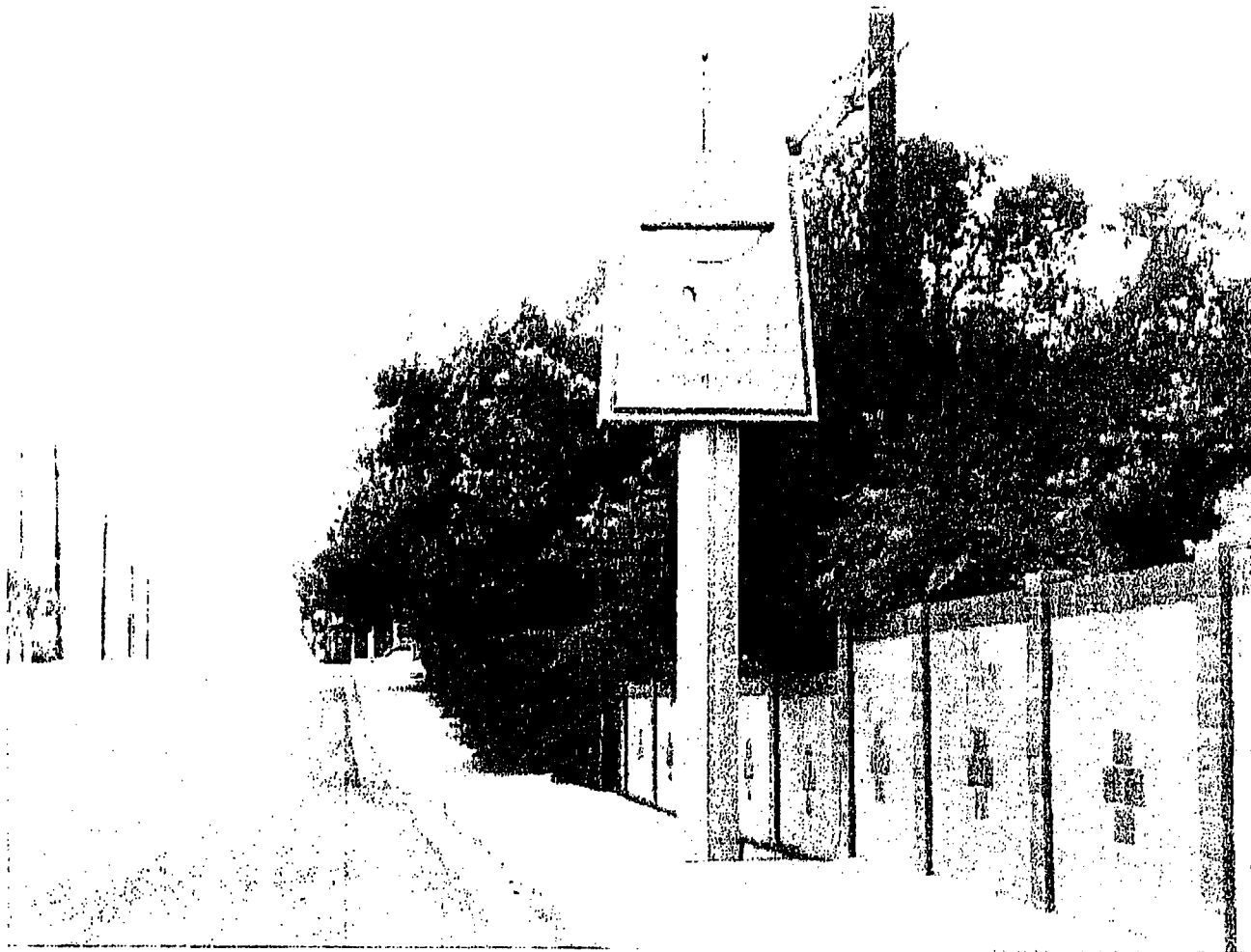
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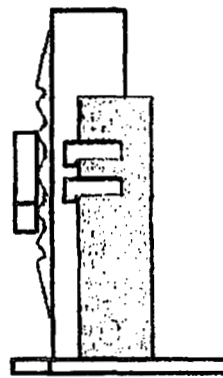
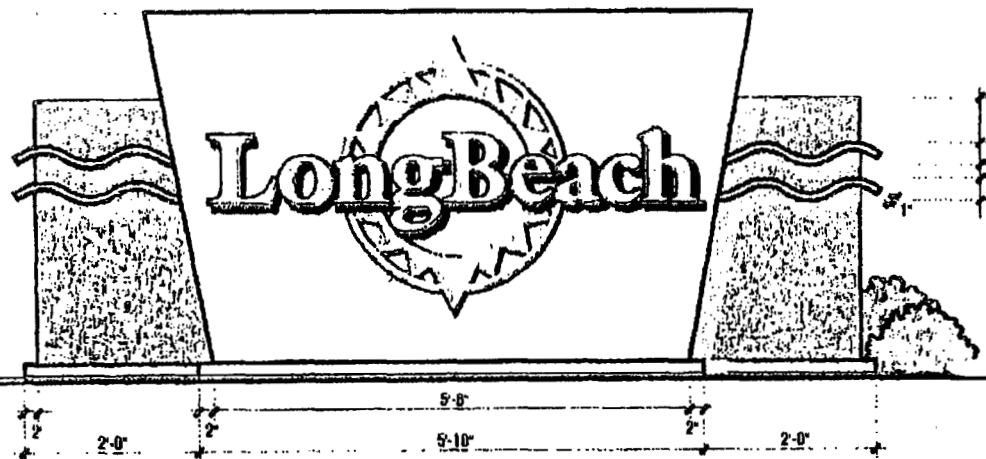
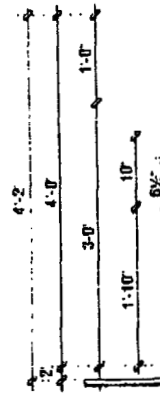
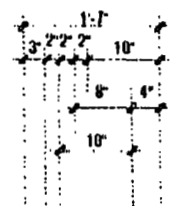
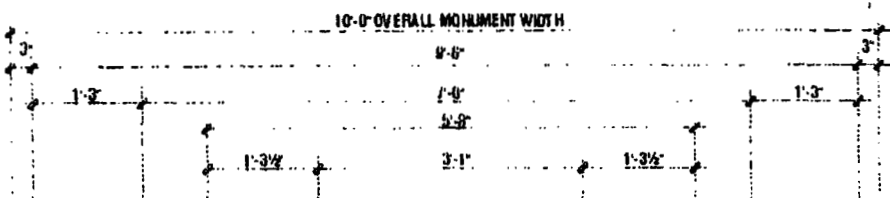
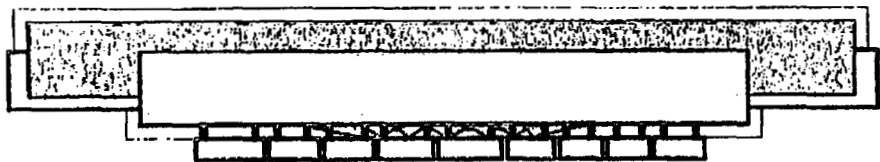


Artesia Boulevard



Wardlow Rd. @ Eastern City Border





A SIGN ELEVATION / MANUFACTURE & INSTALL ONE (1) 8'x1' ILLUMINATED GATEWAY SIGN
SCALE: 3/4" = 1'-0"

SIGN END DETAIL

- FLARED MONUMENT CENTER PORTION: GRAY MOUNTED OVER FRAME.
 - MONUMENT WING ACCENT: BLUE F
 - COMPASS LOGO ELEMENT: ALUMINUM 3-DIMENSIONAL COMPASS LOGO SHAPE PAINTED TO MATCH IRIDESCENT METALLIC GOLD.
 - WAVE ACCENT PIECES: DIMENSIONAL ALUMINUM ELEMENTS PAINTED TO MATCH IRIDESCENT METALLIC GOLD. (SEE MINE M) INTERIOR ILLUMINATION TO BE LED FOR HALO EFFECT.
 - LONG BEACH LETTERS: 1" DEEP DUAL ILLUMINATED PAN CHANNEL LETTERS WITH METALLIC BLUE FINISH.
 - FACES TO BE PERFORATED METAL WITH BLUE ACRYLIC PLASTIC LINER PERFORATION.
 - FACE ILLUMINATION WITH BLUE LED, HALO ILLUMINATION WHITE LED.
- NOTE: PROVIDE 2" TALL CONCRETE MOWING-PAD BENEATH SIGN

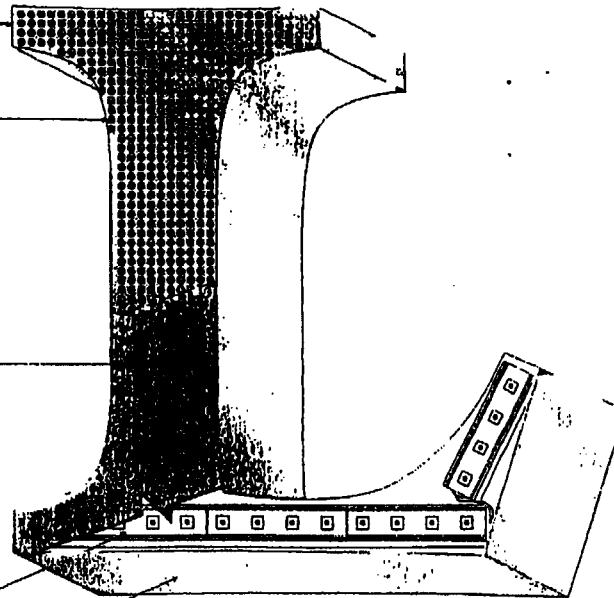
CUSTOM FABRICATED
DUAL ILLUMINATED 4" DEEP
CHANNEL LETTERS.

CUSTOM PERFORATED FACES.
FACES WELDED TO RETURNS
FACES PAINTED METALLIC BLUE.

#2051 BLUE ACRYLIC PLASTIC FACES.
ACRYLIC PLASTIC MOUNTED
BEHIND PERFORATED FACES.

BLUE LED'S TO ILLUMINATE FACES

4" DEEP ALUMINUM RETURNS
PAINTED METALLIC BLUE



1 LETTER DETAIL - FRONT VIEW
SCALE: NTS

CUSTOM FABRICATED
DUAL ILLUMINATED 4" DEEP
CHANNEL LETTERS.

CUSTOM PERFORATED FACES.
FACES WELDED TO RETURNS
FACES PAINTED METALLIC BLUE.
1/2" BOLTS WITH DOUBLE NUTTED
CONNECTIONS

CUSTOM PERFORATED FACES.
FACES WELDED TO RETURNS
FACES PAINTED METALLIC BLUE.

BLUE LED'S TO ILLUMINATE FACES
WHITE LED'S TO HALO ILLUMINATE
BACKGROUND.

ALUMINUM BAFFLE INSERTED
INTO LETTER

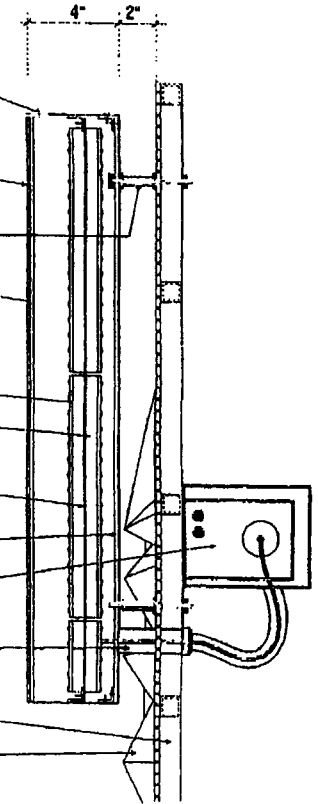
CLEAR LEXAN BACK

LED TRANSFORMER

CONDUIT FOR LED ELECTRICAL

ALUMINUM CABINET WITH AVONITE
OVERLAY.

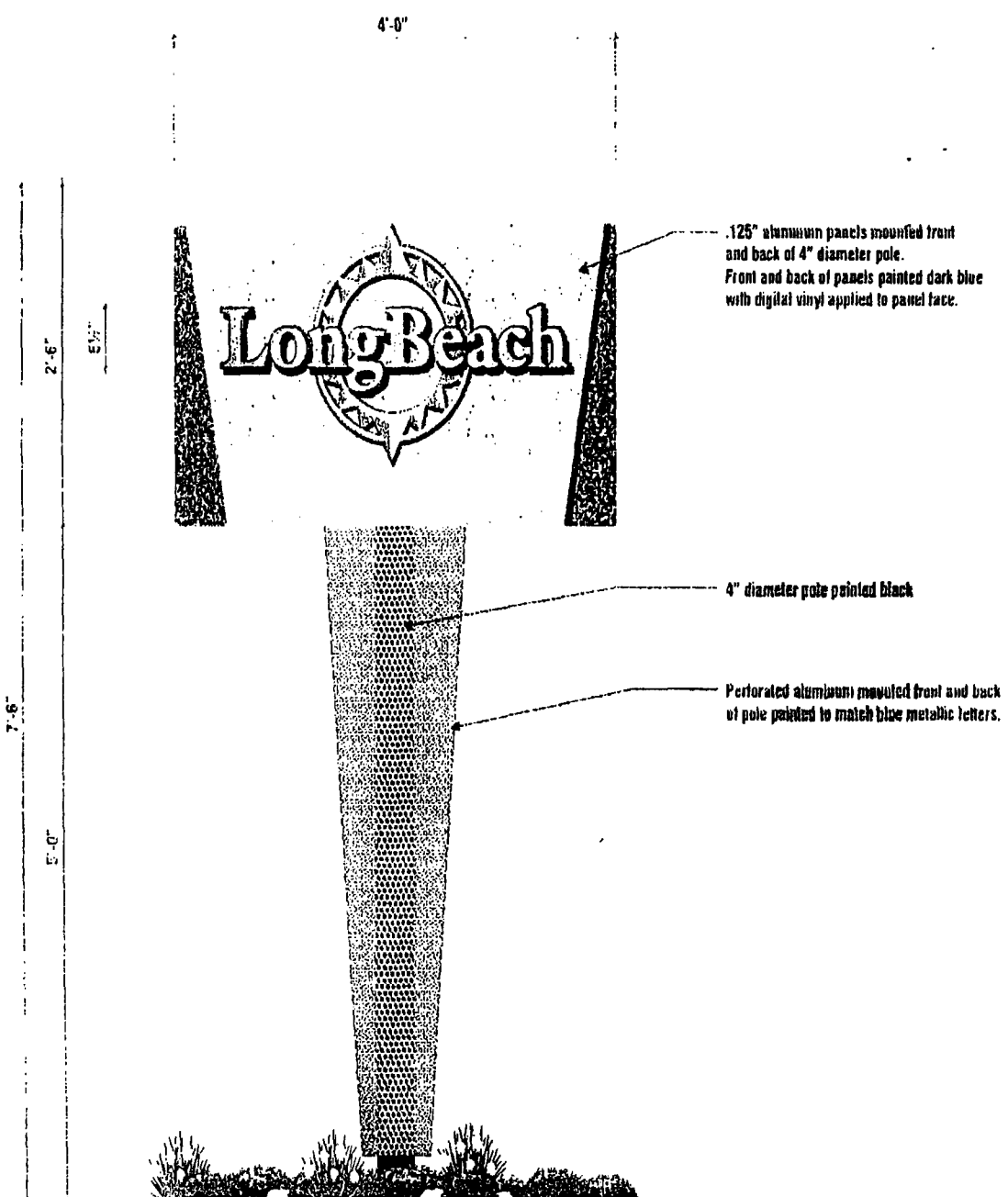
1 1/2" DEEP PRISMATIC COMPASS



2 LETTER DETAIL - SIDE VIEW
SCALE: NTS

CUSTOMER APPROVE

Date

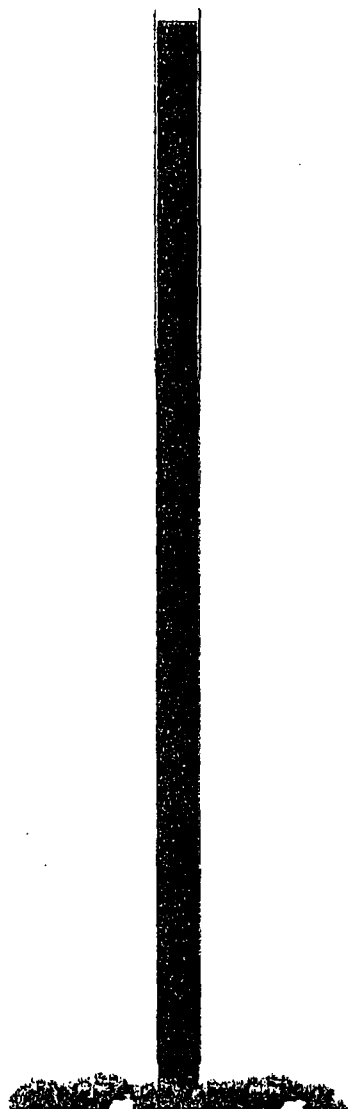


7'-6"
5'-0"
2'-6"
5'-0"

125° aluminum panels mounted front and back of 4" diameter pole. Front and back of panels painted dark blue with digital vinyl applied to panel face.

4" diameter pole painted black

Perforated aluminum mounted front and back of pole painted to match blue metallic letters.



A STOREFRONT ELEVATION / MANUFACTURE & INSTALL ONE (1)
Scale: 1" = 1'-0"
Quantity: Make One (1) Sign



CITY OF LONG BEACH
425 WEST ARCADIA STREET
LONG BEACH, CALIFORNIA 90801-1195

PHONE: (562) 436-3800
FACSIMILE: (562) 435-1600

WWW.CITYOFLONGBEACH.CA
CITY ENGINEER: [Signature]

PROJECT:
City of Long Beach
Freeway Signs

ADDRESS:
Long Beach, CA

APPROVAL MANAGER:
Patti Skoglund Adams

DESIGNER:
M. Miller

SCALE:
AS NOTED

DESIGN NO.:
05-04-5960-01

DATE:
04-05-05

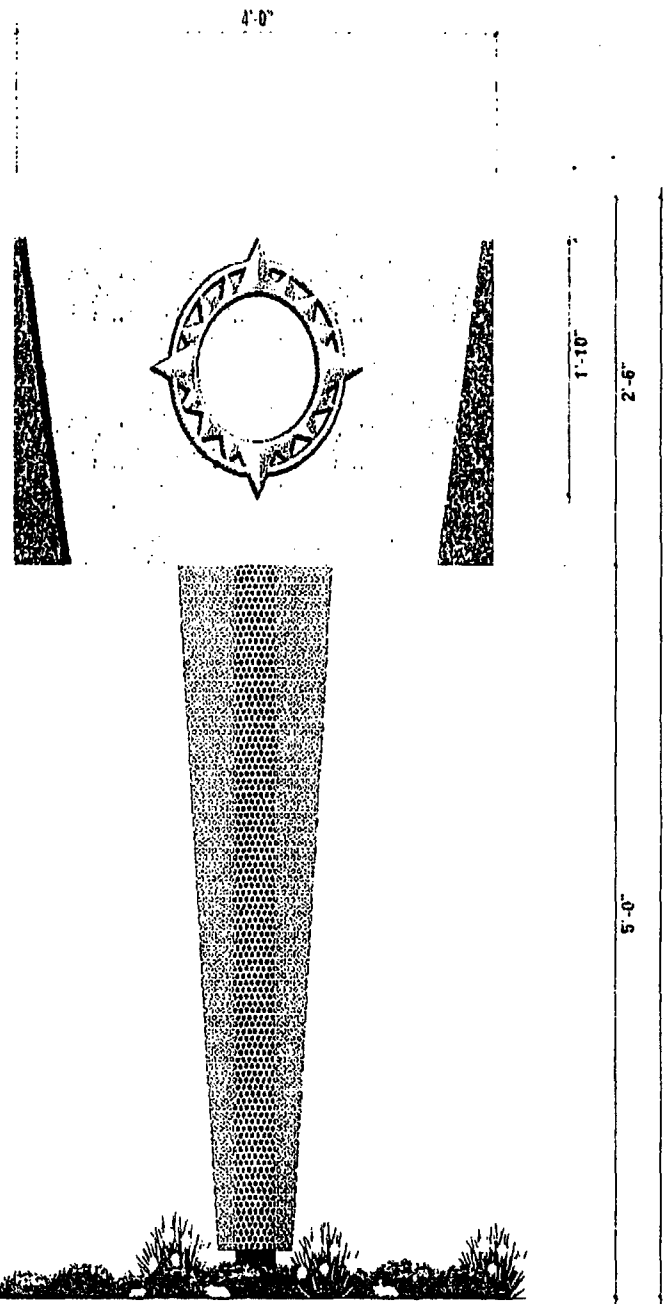
REG. NO.:

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Exhibit H



A REAR ELEVATION
Scale: 1" = 1'-0"



CITY OF LONG BEACH
Public Works Department

1760 West Anaheim Street
Long Beach, California
90803-1190
Phone: 562-490-5165
Fax: 562-490-1867

www.cityoflongbeach.com
design@cityoflongbeach.com

Project:
City of Long Beach
Freeway Signs

Address:
Long Beach, CA

Account Manager:
Math Skoglund Adams

Designer:
M. Miller

Scale:
AS NOTED

Design No.:
05-04-6960-02

Date:
04-05-05

Proj. No.:

Revisions:
R1 Issue 05-05-05 Remove
welcome sign
R2 Issue 05-12-05 Add Rear
Elevation

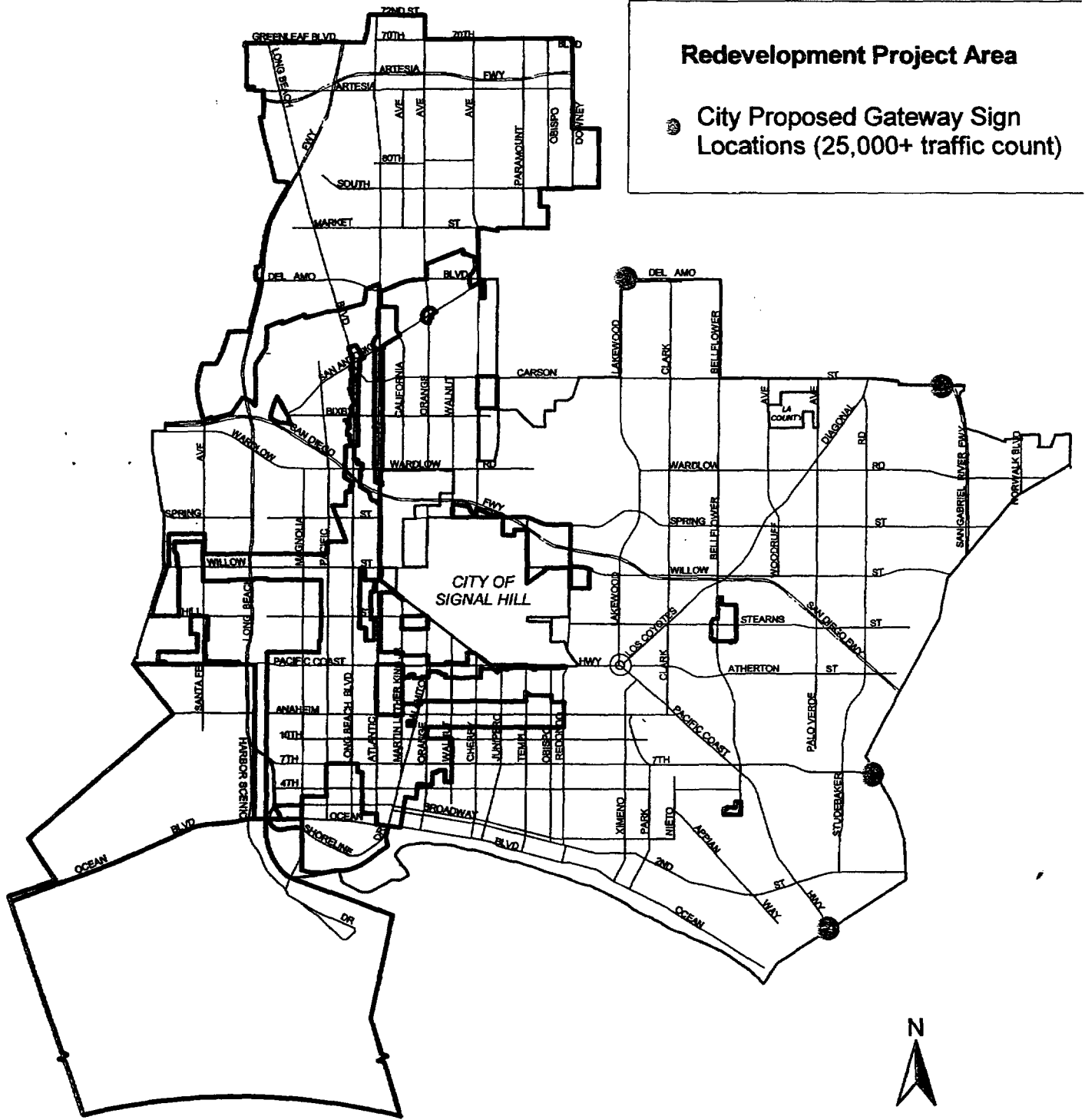
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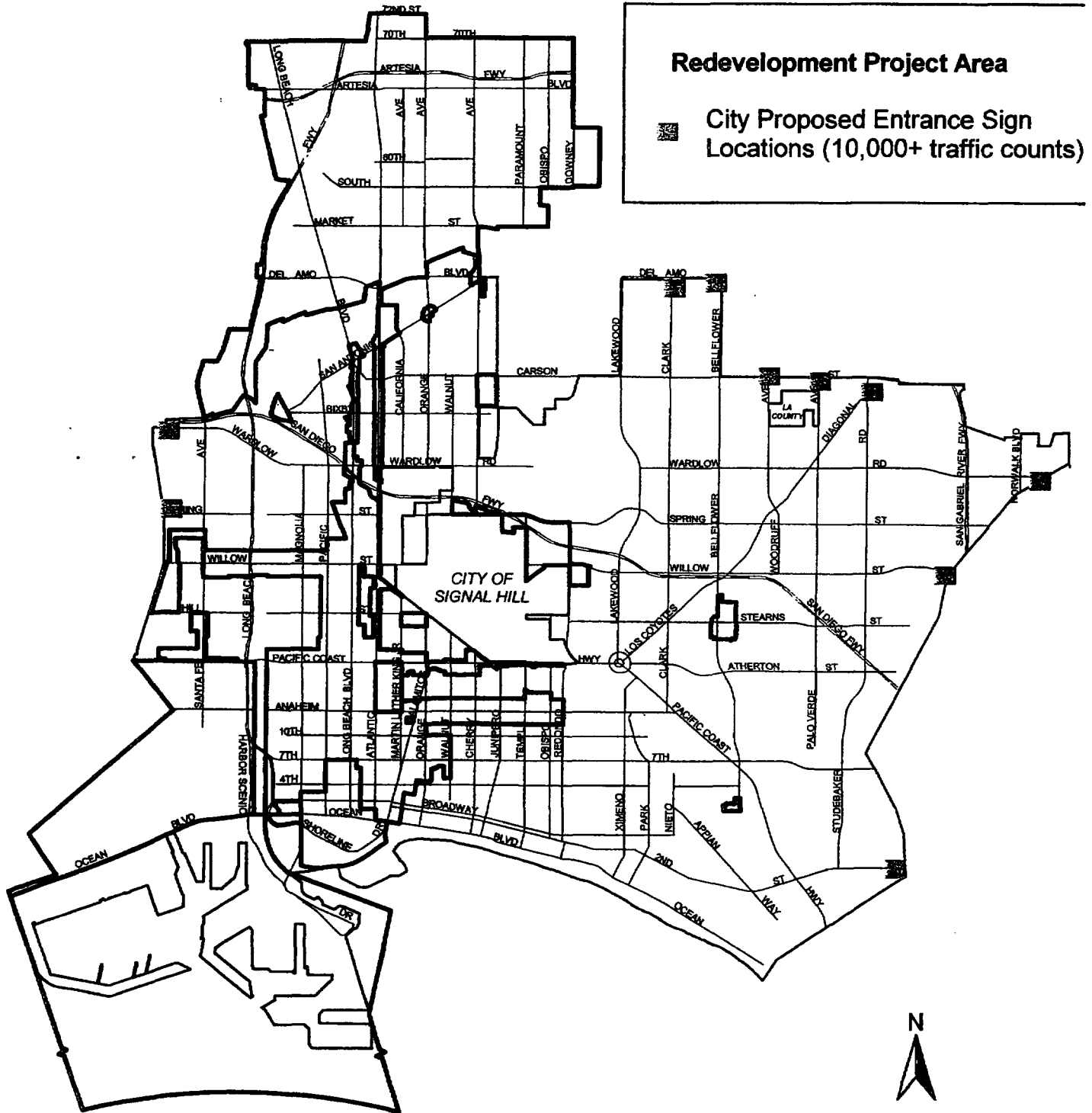
CITY OF LONG BEACH

Gateway Sign Locations



CITY OF LONG BEACH

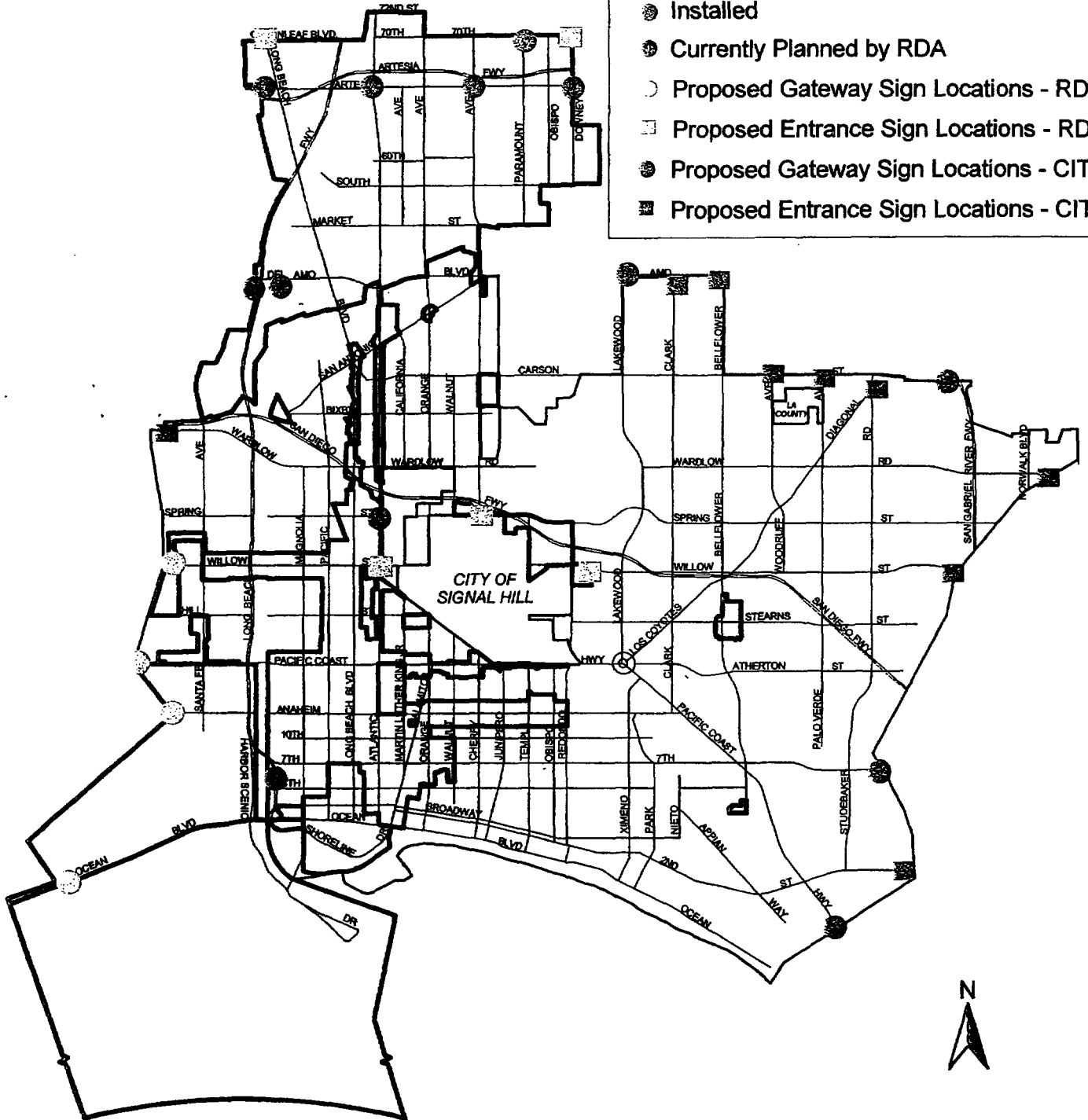
Entrance Sign Locations



All Signage Locations

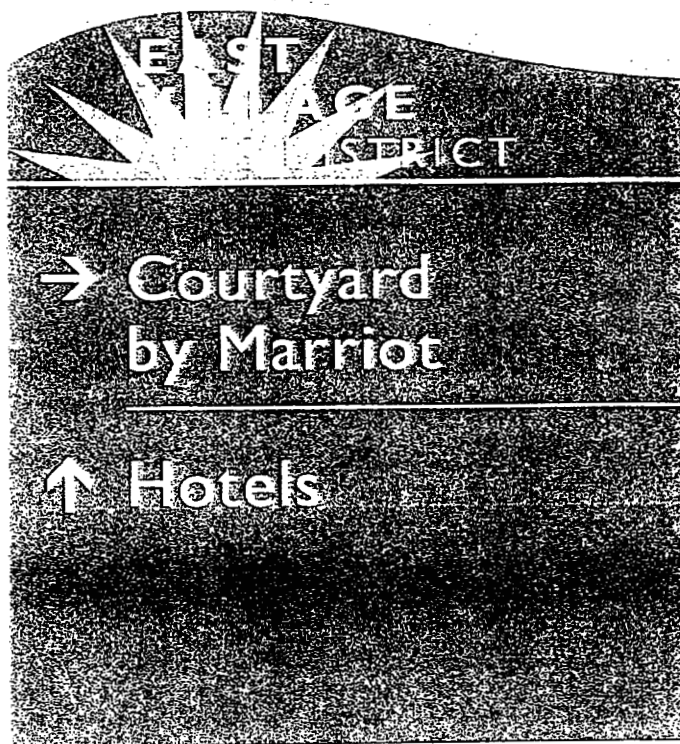
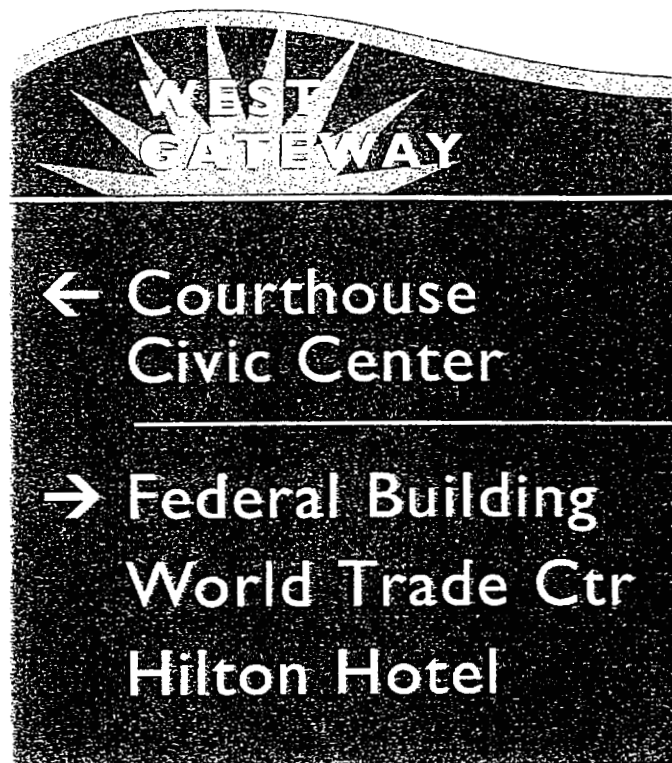
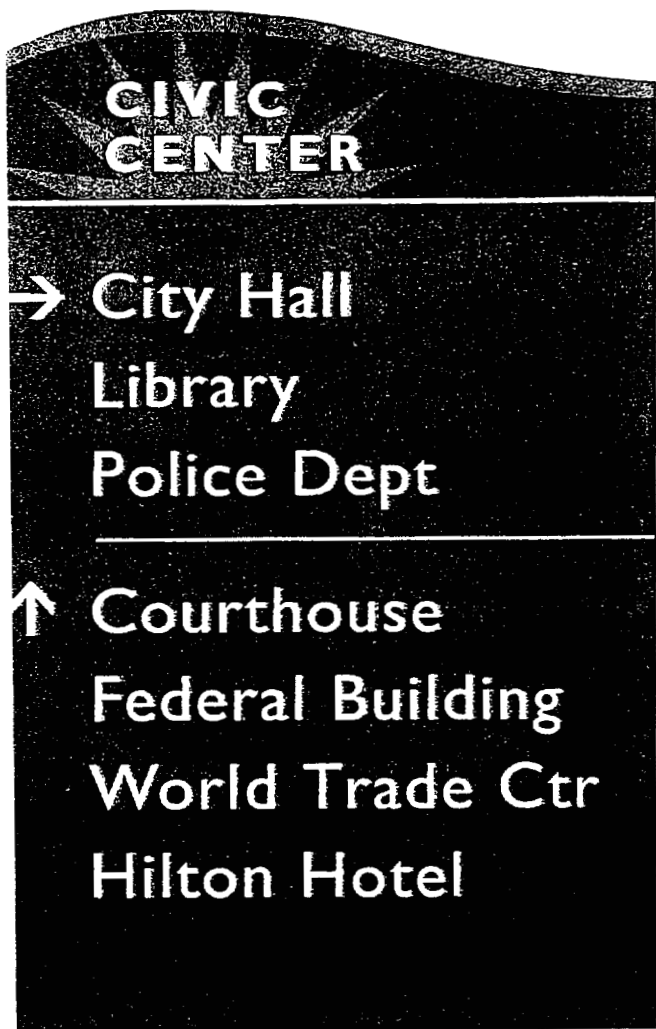
Redevelopment Project Area

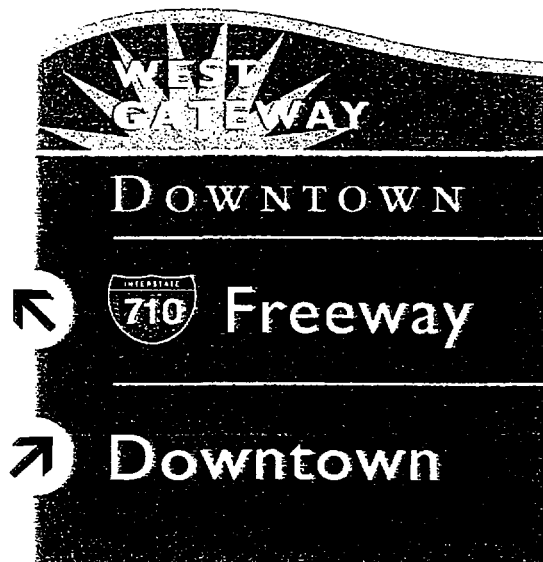
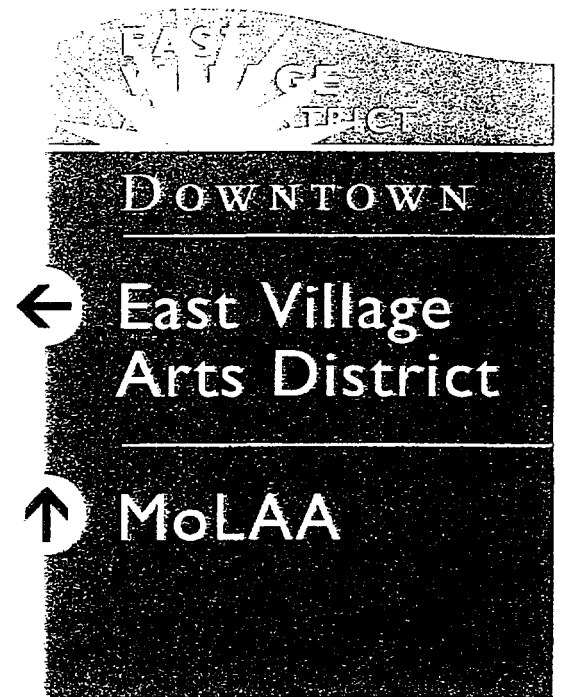
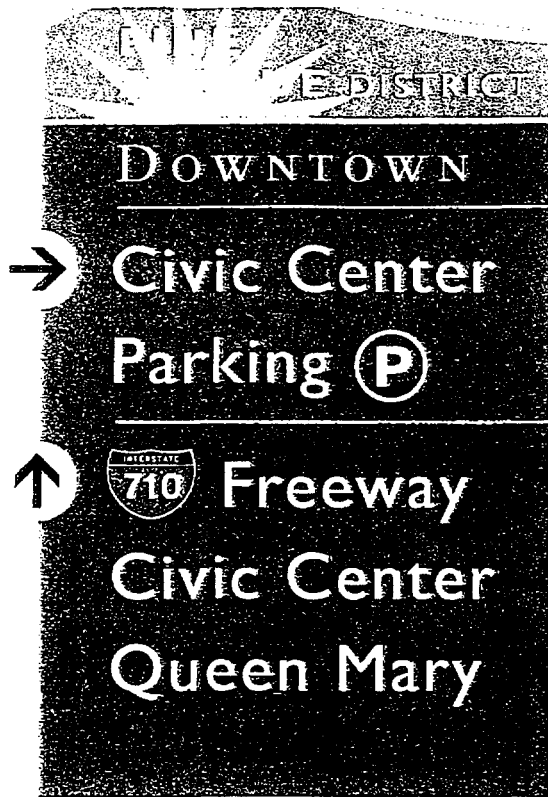
- Installed
- Currently Planned by RDA
- Proposed Gateway Sign Locations - RDA
- Proposed Entrance Sign Locations - RDA
- Proposed Gateway Sign Locations - CITY
- Proposed Entrance Sign Locations - CITY

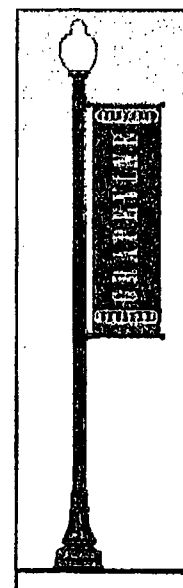
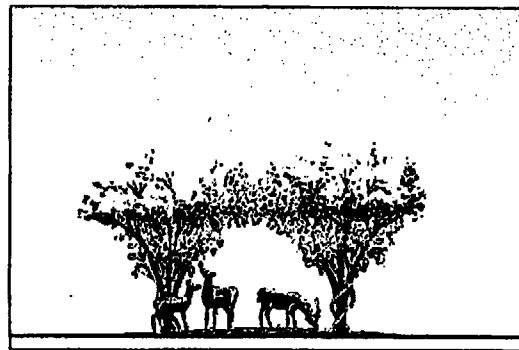
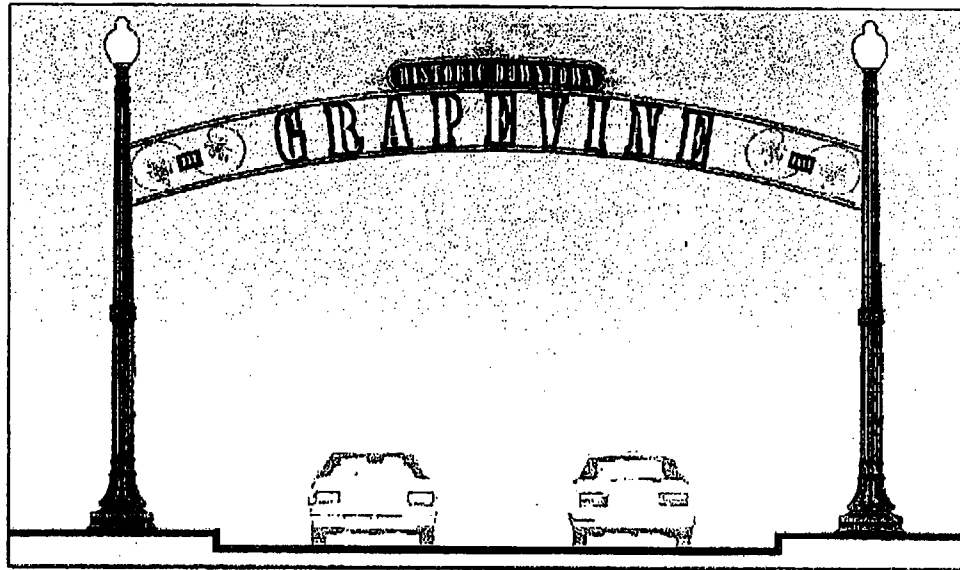


**City of Long Beach
Entrance Traffic Counts**

Status	Street/Location	Traffic Count	Signage	Estimated Cost	Funding Source	Council District
Redevelopment Agency Funded						
Gateway Signs						
Proposed	Ocean Blvd (heading east)	53,400	Large Gateway	\$ 12,500	RDA	2
Proposed	Anaheim (heading east)	39,000	Large Gateway	\$ 12,500	RDA	1
Planned	Del Amo Blvd (heading east)	37,800	Large Gateway	\$ (12,500)	RDA	8
Proposed	PCH (heading east)	37,400	Large Gateway	\$ 12,500	RDA	1
Planned	Cherry Ave	28,200	Large Gateway	\$ (12,500)	RDA	9
Proposed	Willow Street (heading east)	27,000	Large Gateway	\$ 12,500	RDA	7
Complete	Paramount Blvd	25,000	Large Gateway	\$ (12,500)	PAID	9
Planned	Artesia Blvd (heading east)	24,900	Large Gateway	\$ (12,500)	RDA	9
Planned	Atlantic Ave	24,500	Large Gateway	\$ (12,500)	RDA	9
Planned	Del Amo Blvd (heading west)	23,400	Large Gateway	\$ (12,500)	RDA	8
Entrance Signs						
Proposed	Downey Ave	17,200	Entrance	\$ 2,600	RDA	9
Proposed	Long Beach Blvd	16,900	Entrance	\$ 2,600	RDA	9
Long Beach / Signal Hill Border						
Proposed	Cherry Avenue (heading north from Signal Hill)	41,100	Entrance	\$ 2,600	RDA	7
Proposed	Willow Street (heading east from Signal Hill)	34,900	Entrance	\$ 2,600	RDA	5
Proposed	Willow Street (heading west from Signal Hill)	29,400	Entrance	\$ 2,600	RDA	6
City Funded						
Gateway Signs						
Proposed	7th Street / State Hwy 22	93,000	Large Gateway	\$ 12,500		3
Proposed	Carson Street	38,200	Large Gateway	\$ 12,500		5
Proposed	Lakewood / State Hwy 19	36,500	Large Gateway	\$ 12,500		5
Proposed	PCH (heading west)	35,000	Large Gateway	\$ 12,500		3
Entrance Signs						
Proposed	Bellflower Blvd	22,500	Entrance	\$ 2,600		5
Proposed	Clark Ave	21,700	Entrance	\$ 2,600		5
Proposed	Willow Street (heading west)	20,600	Entrance	\$ 2,600		4
Proposed	Wardlow (heading east)	20,500	Entrance	\$ 2,600		7
Proposed	2nd Street (heading west)	19,700	Entrance	\$ 2,600		3
Proposed	Spring Street (heading west)	19,000	Entrance	\$ 2,600		5
Proposed	Wardlow (heading west)	17,600	Entrance	\$ 2,600		5
Proposed	Studebaker Road	17,000	Entrance	\$ 2,600		5
Proposed	Woodruff Ave	16,000	Entrance	\$ 2,600		5
Proposed	Paio Verde Ave	10,900	Entrance	\$ 2,600		5
	Total Impressions	848,300				
				Proposed Costs		
				\$ 63,000	RDA Funds	
				\$ 76,000	General Fund	
				\$ 139,000	Total	







**Comprehensive Downtown
Branding, Entry and
Wayfinding Signage Program**

Including gateway arch, interpretive signs, public art and directional signs to both public and private destinations.

Concept designs, and construction documents

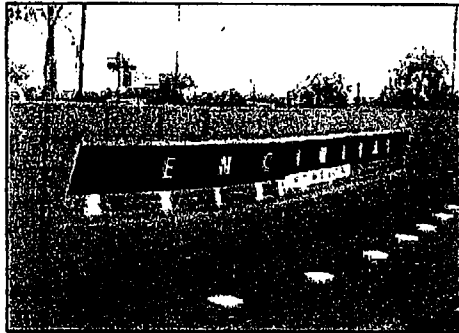
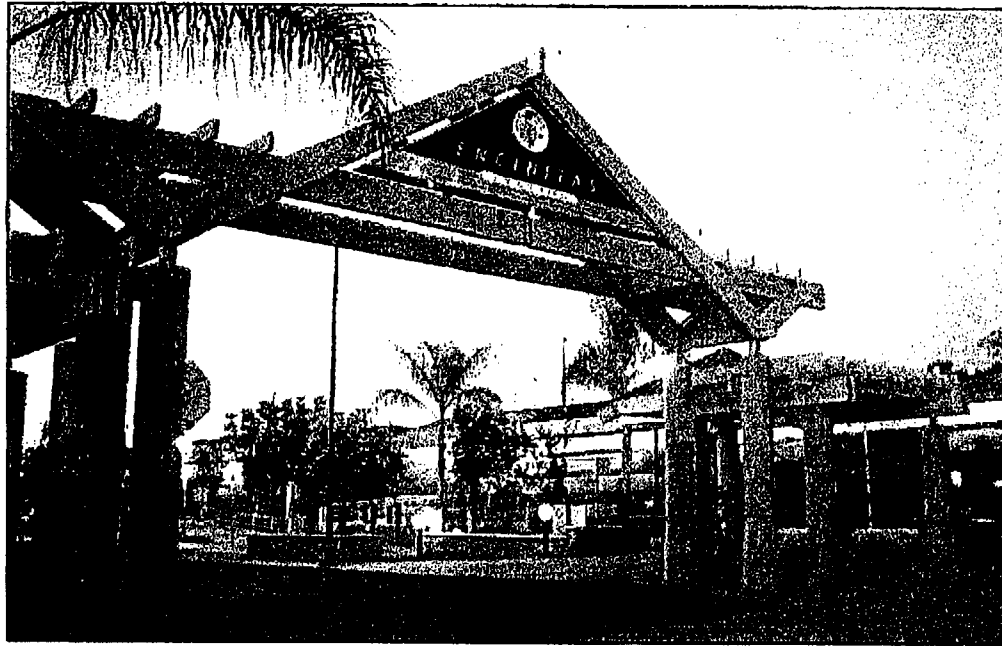
Clients: Grapevine Convention and Visitors Bureau



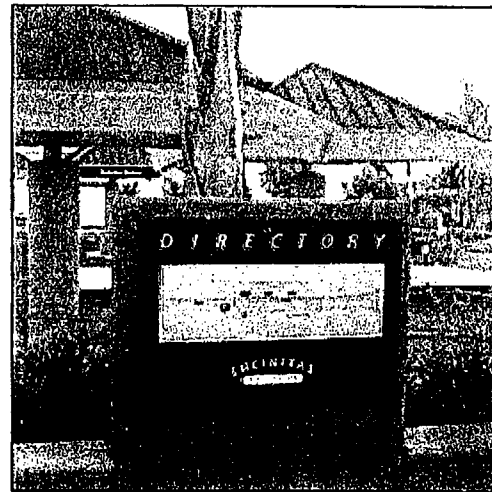


GRAPHIC SOLUTIONS

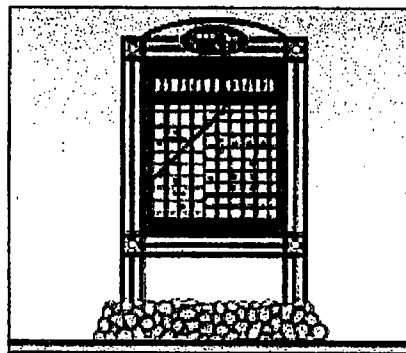
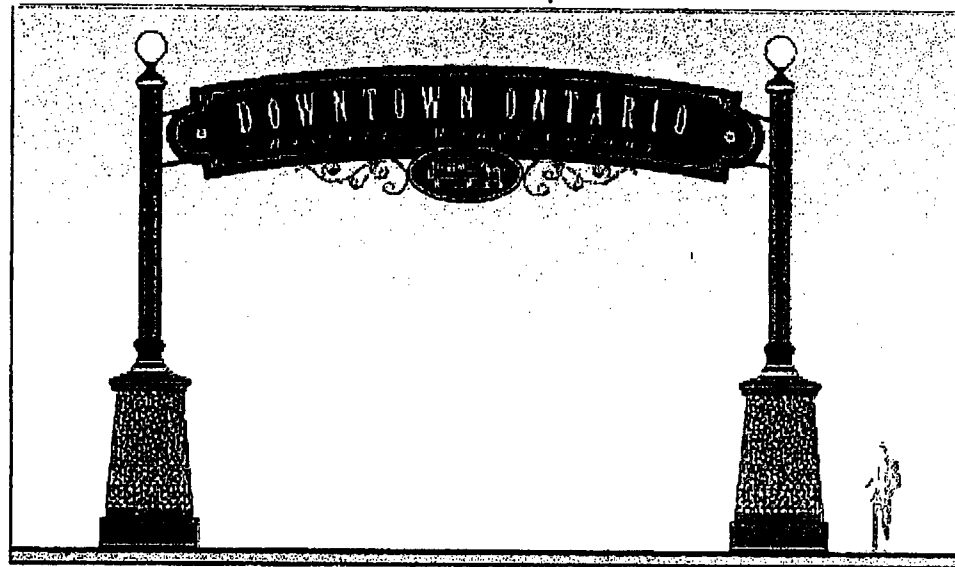
Encinitas Station
Encinitas, CA



Transit Center Signage Program:
Includes gateway entry sign, monument signs, and directory
Design and construction documents
Client: County of San Diego, CA



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Downtown Branding and Sign Program

Branding and Design for new Sign Program featuring the city's historic 'blue print' and city gateway arch, showcasing creative signage and banners.

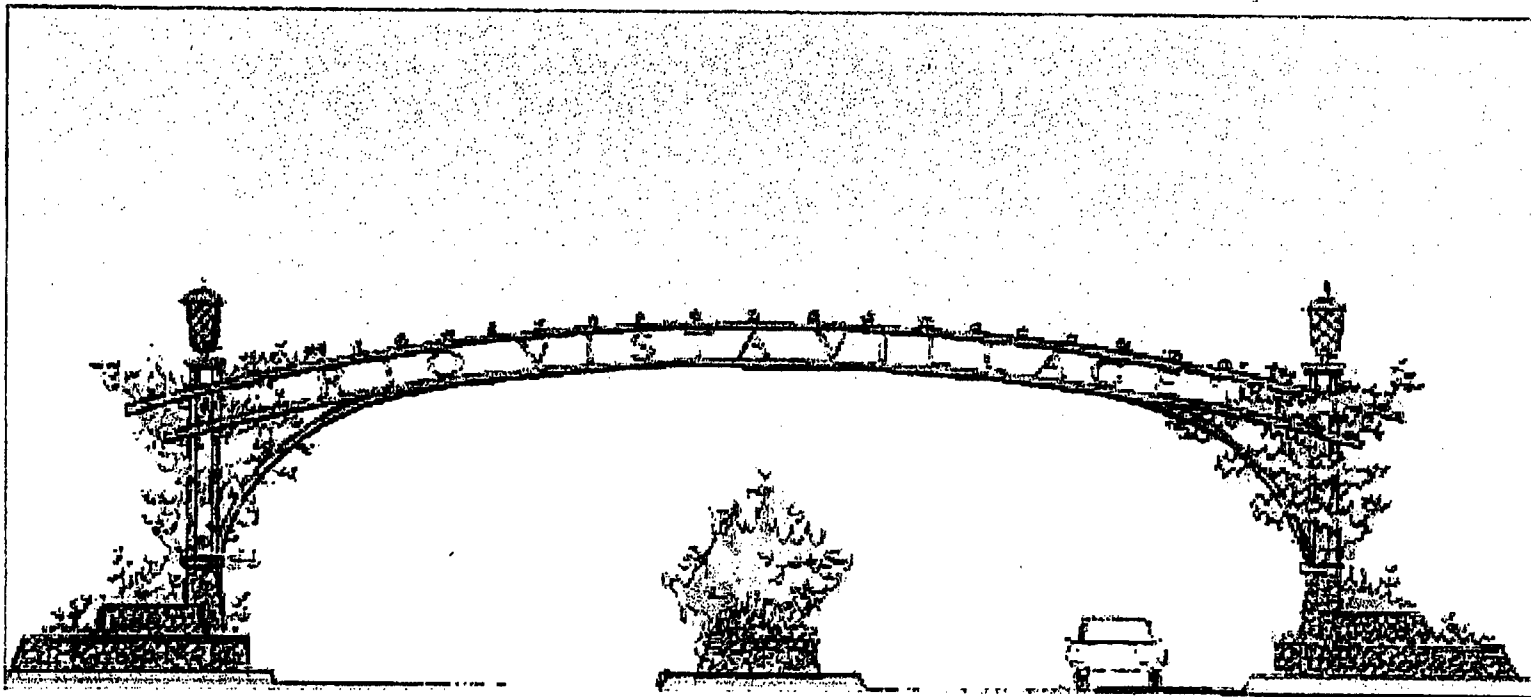
Historic, current signage and new branding and community workshops, including business association.

Visual Identity Design Studio



GRAPHIC SOLUTIONS

Rio Vista Village
Cathedral City, CA



Gateway Entry Sign

Craftsman-inspired wooden arch with climbing foliage to serve as a gateway to a residential community

Concept designs

Client: Van Dyke Partnership, San Diego, CA

Estimated Cost: Design \$10,000 Fabrication \$200,000