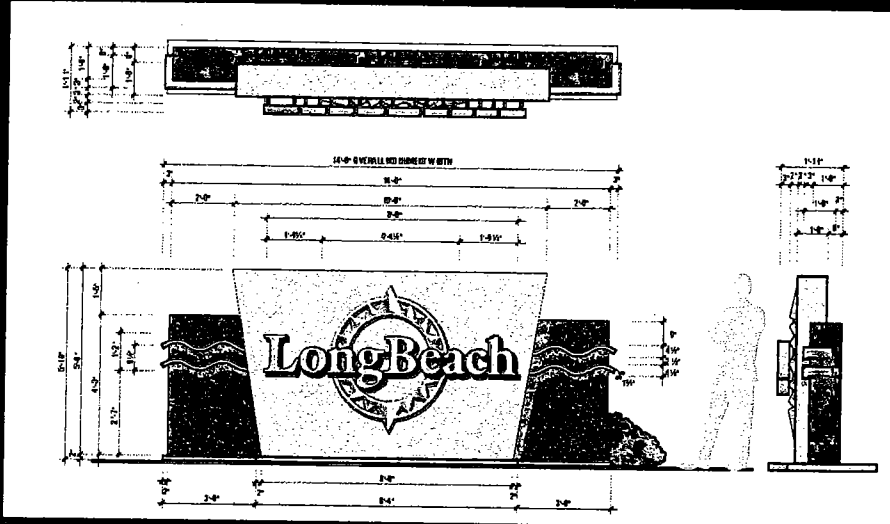


CITY OF LONG BEACH
SIGNAGE INSTALLATION
PLAN

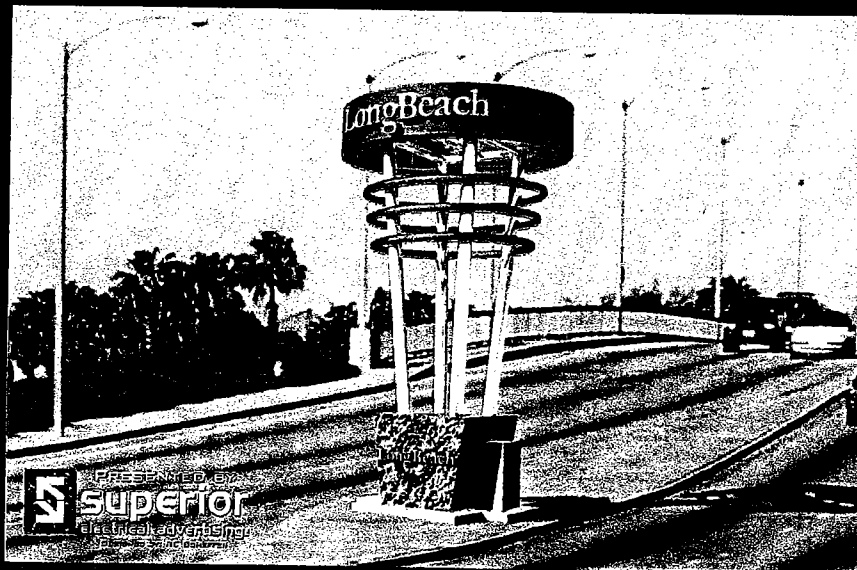
May 10, 2005

City Signage Task Force

Gateway Sign

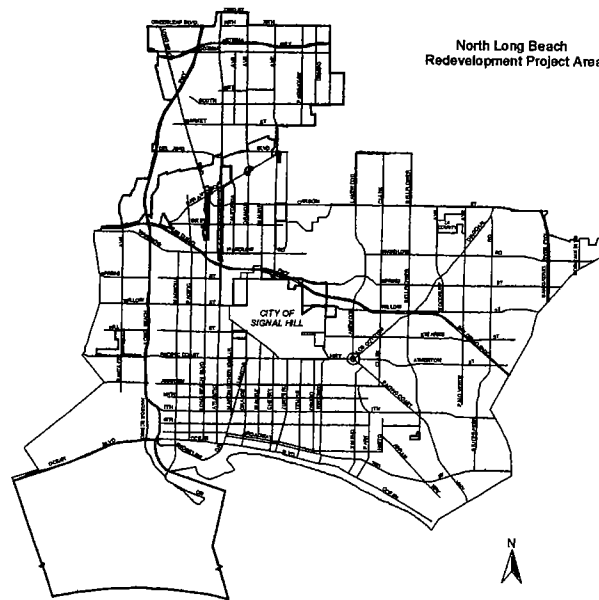


Pylon Sign

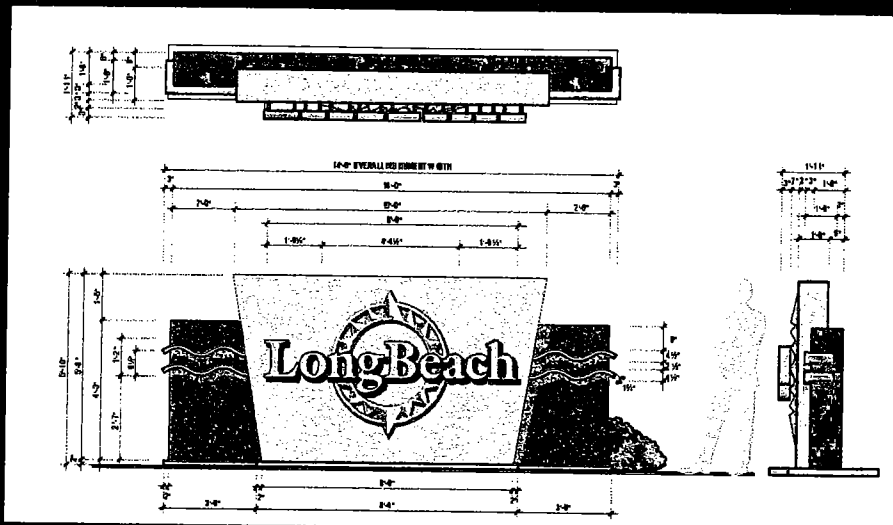


Redevelopment Agency Gateway Signage Program

NORTH LONG BEACH REDEVELOPMENT PROJECT AREA MAP



Gateway Sign



Paramount Boulevard



710 Freeway Median,
South of 6th Street Overpass

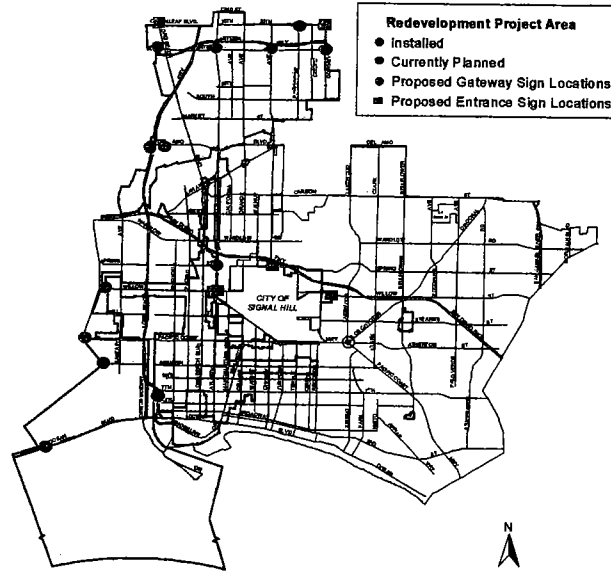


Spring Street Median,
East of Linden Avenue



REDEVELOPMENT AGENCY

Signage Locations

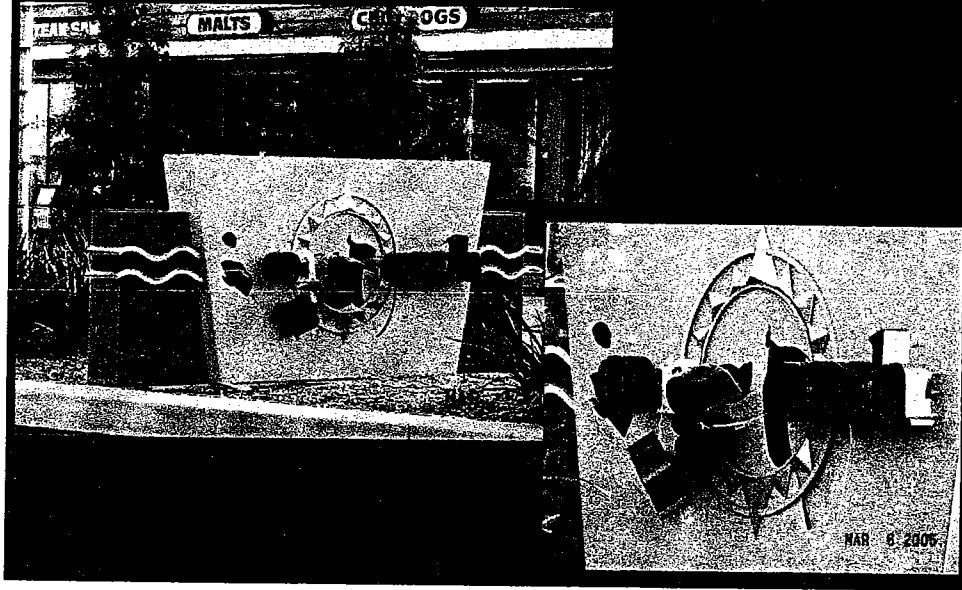


Cost to Redevelopment Agency

- Currently planned signage: \$75,000
- Proposed signage: \$63,000

Total: \$138,000

Vandalized Paramount Boulevard Signage



Citywide Gateway Signage Program

Existing City Signage

- 16 existing signs throughout the City
- Outdated, deteriorated and inconsistent
- Many City entrances lack any signage and have little or no landscaping



Artesia Boulevard and 70th Street



Woodruff Avenue and Heartwell Park



Wardlow Road at Eastern City Border



Bellflower Boulevard and Del Amo
Boulevard



Anaheim Street and 9th Street



Willow Street at El Dorado

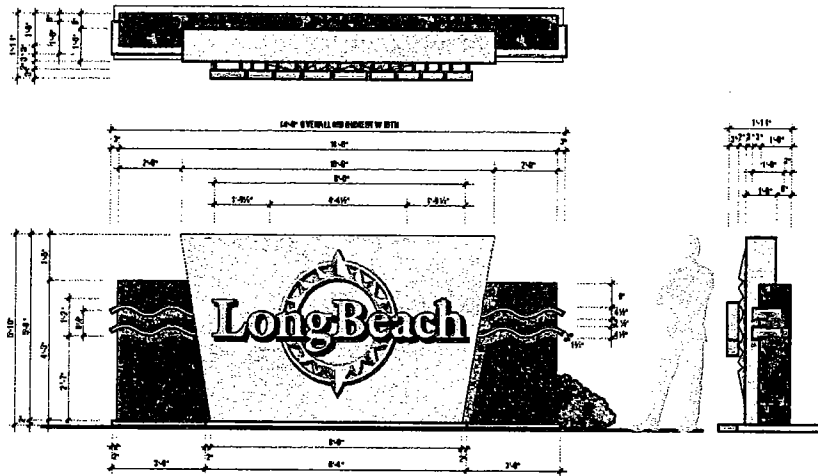


Proposed Citywide Signage Program

Signage Design Tiers

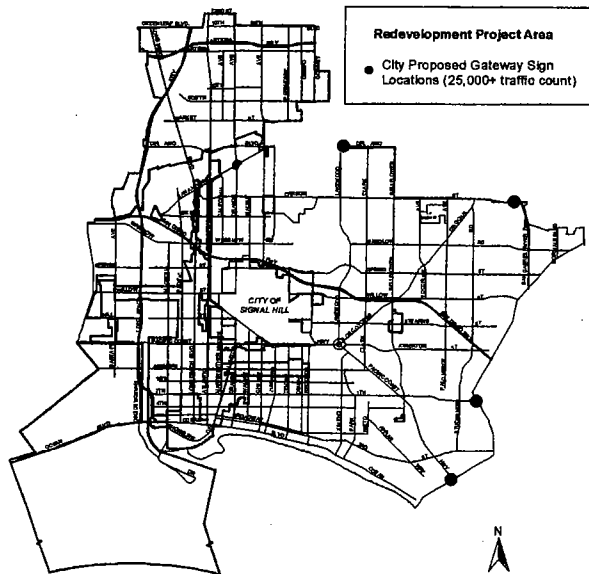
- Gateway sign
 - Entrances with daily traffic count of 25,000+
- Entrance sign
 - Entrances with daily traffic count of 10,000 – 24,999

Proposed Gateway Sign

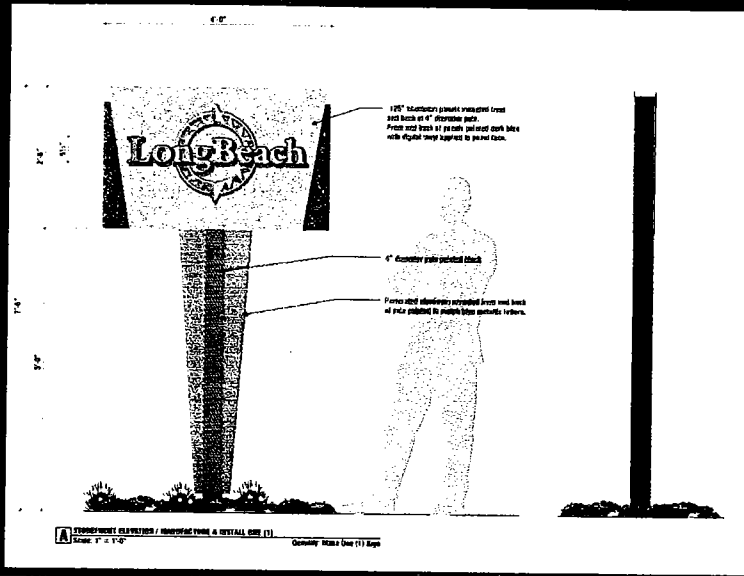


CITY OF LONG BEACH

Gateway Sign Locations

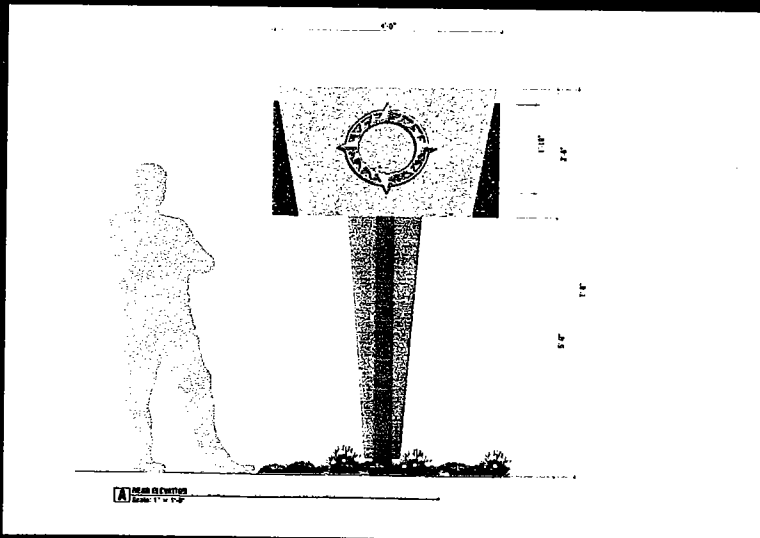


Proposed Entrance Sign Design (FRONT)



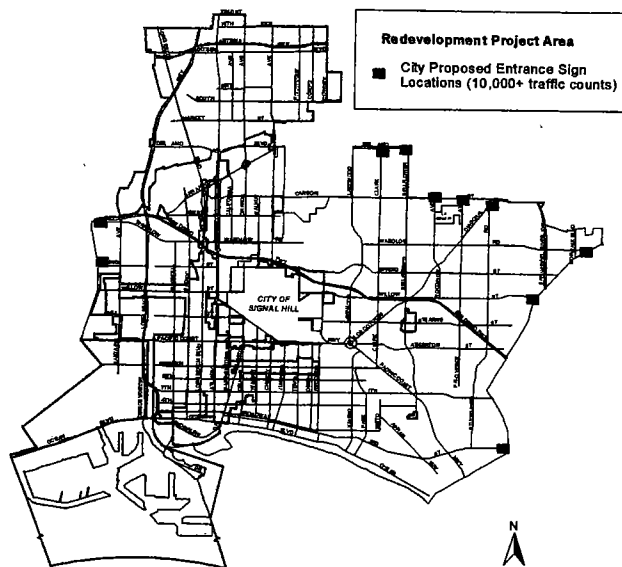
Proposed Entrance Sign Design

(BACK)

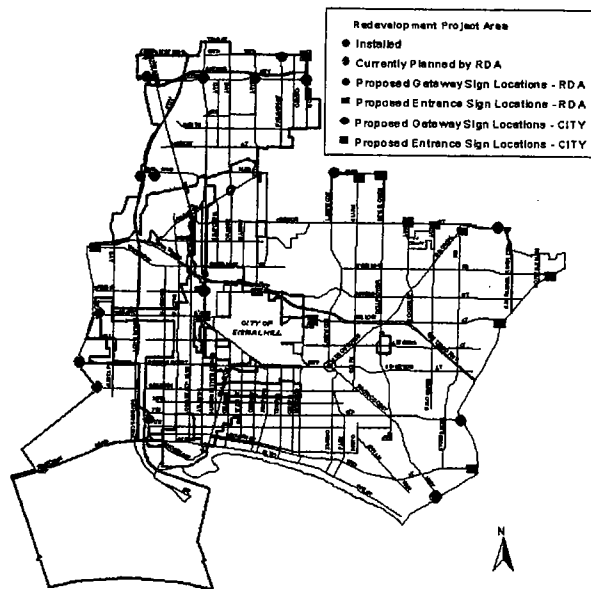


CITY OF LONG BEACH

Entrance Sign Locations



All Signage Locations

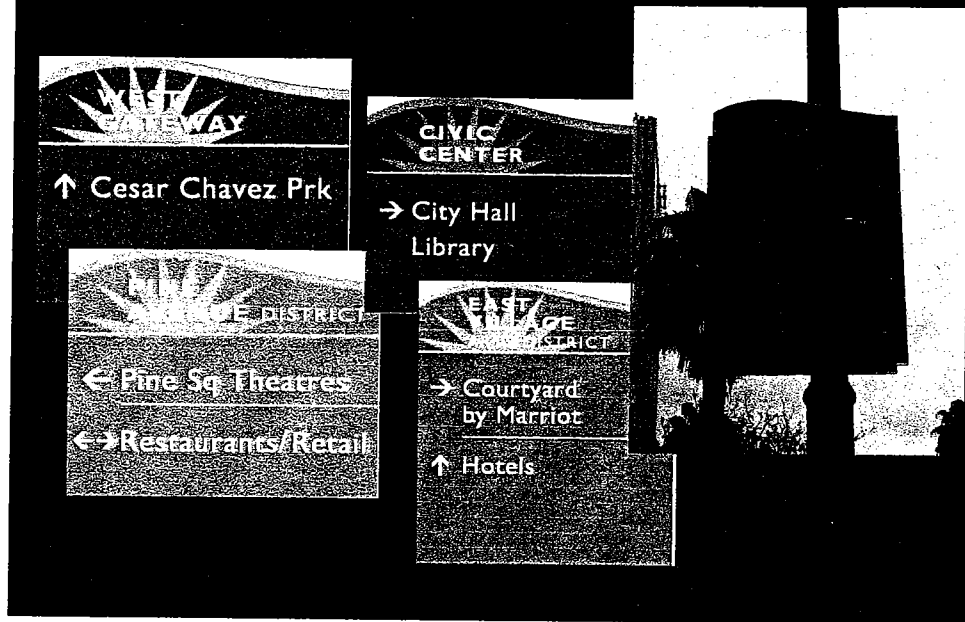


Cost Over 3-Year Period

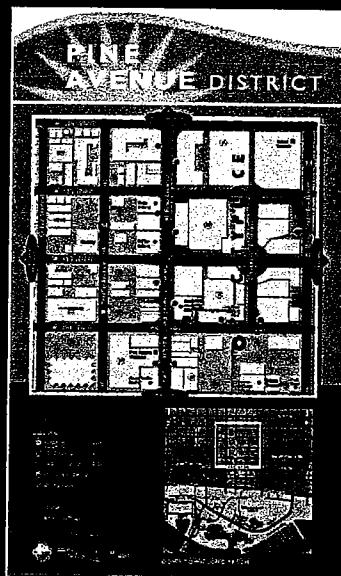
- \$12,500 per gateway sign
 - 4 proposed = \$50,000
- \$2,600 per entrance sign
 - 10 proposed = \$26,000
- TOTAL: \$76,000
- \$25,334 per year in Fiscal Years 2006, 2007 and 2008

Downtown Wayfinding Signage Program

Pedestrian Oriented Signage



Pedestrian Oriented Signage



Vehicle Oriented Signage



Other Signage Efforts



Proposed Downtown Gateway Signage Program

Downtown Long
Beach Associates

GS GRAPHIC SOLUTIONS

Downtown San Diego
San Diego, CA

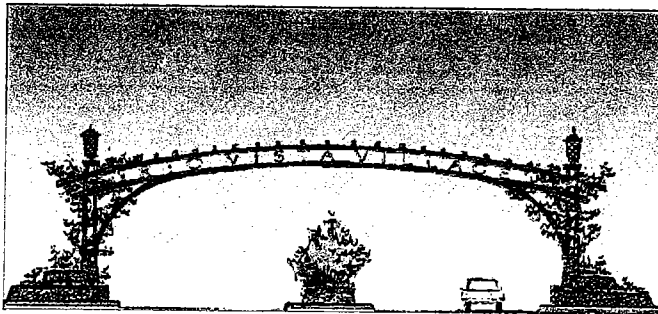
the
BOULEVARD



Downtown Long
Beach Associates

GS GRAPHIC SOLUTIONS

Rio Vista Village
Cathedral City, CA



Gateway Entry Sign

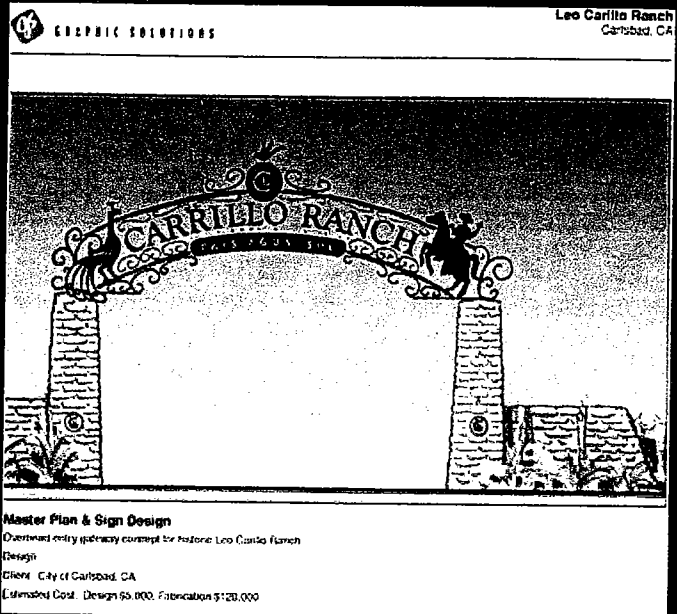
Craftsman-inspired wooden arch with climbing foliage to serve as a gateway to a residential community

Concept designs

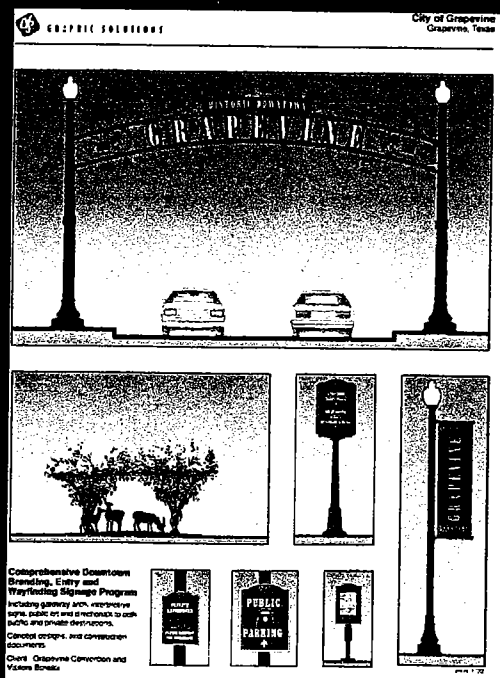
Client: Van Dyke Partnership, San Diego, CA

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

Downtown Long
Beach Associates



Downtown Long
Beach Associates



Downtown Long Beach Associates

GRAPHIC SOLUTIONS City of Ontario
Ontario, CA







Downtown Branding and Sign Program
Branding and Comprehensive Sign Program including the City's historic "Blue Line" includes gateway arch, wayfinding, interpretive signage, and banners.
Research, concept design and construction, and community workshops, including historic preservation.
Client: Urban Design Studio

Downtown Long Beach Associates

GRAPHIC SOLUTIONS Downtown Chula Vista Entry Arch
Chula Vista, CA



**Downtown Third Avenue
Brand & Gateway Sign**
Three signs and several graphics for the Downtown Chula Vista Third Avenue brand the city's main street and entry point to the city.
Concept design, public workshops including Downtown Business Association, community organizations, and construction administration.
Client: City of Chula Vista Community Development Department

