



CITY OF LONG BEACH

R-17

DEPARTMENT OF DEVELOPMENT SERVICES

333 West Ocean Blvd., 3rd Floor, Long Beach, CA 90802 (562) 570-5237

April 18, 2017

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Receive and file a report and presentation on the development of a comprehensive wayfinding signage program, including City gateway entry signs, directional signs for public parking, and coastal access signs. (Citywide)

DISCUSSION

As part of the Fiscal Year 2016 budget process, the need for updating and replacing major gateway signage for entrances into the City was identified. Additionally, the need for a comprehensive wayfinding signage program that would include wayfinding for public parking structures and coastal access was also identified. City staff issued a request for proposals (RFP), and selected Selbert Perkins Design (Consultant) to create a signage program that establishes a uniform design theme for new signs in the public realm.

On August 23, 2016, the Consultant presented to the City Council an update on their work with an interdepartmental City team on the design of the wayfinding signage and a comprehensive public outreach effort. The public outreach process was undertaken in the fall of 2016 by the Consultant and staff and involved stakeholder meetings with Downtown Long Beach Associates (DLBA), business groups, business improvement districts, community advocacy groups, as well as an online survey.

The online survey was widely distributed to neighborhood organizations and the public, and was designed to get feedback on respondents' perceptions of the City, their primary destinations in the City, and how they got around the City, i.e., on foot, by car, by transit, or other. More than 700 persons responded to the online survey and, as intended, their feedback laid a foundation for the concepts considered by the Consultant in designing a wayfinding signage program that fully embraces the community's values and identity. The survey also captured the type of words used to describe the City, which included responses such as progressive, diverse, active, and culturally-enriching.

The Consultant's initial design work on the wayfinding signage has been completed. Following this presentation, staff will prepare a recommended list of locations and installation methods for the proposed wayfinding signage designs and develop detailed cost-estimates for installation of the signage. It is anticipated that new signage including

gateway entry signs, signs for parking structure locations, and other parts of the program will be installed over time as funding is available. The program will also include a template for neighborhood signs installed in the public right-of-way that would be paid for by neighborhood associations.

This matter was reviewed by Assistant City Attorney Michael J. Mais on March 28, 2017 and by Budget Management Officer Rhutu Amin Gharib on March 30, 2017.

TIMING CONSIDERATIONS

City Council action on this matter is not time critical.

FISCAL IMPACT

The current recommendation does not result in a fiscal impact; however, implementation of the proposed signage program will require funding and will have a fiscal impact. There is no local job impact associated with this recommendation.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



AMY J. BODEK, AICP
DIRECTOR OF DEVELOPMENT SERVICES

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Council Letter Wayfinding v5.docx

APPROVED:


PATRICK H. WEST
CITY MANAGER