



**City of Long Beach**  
*Working Together to Serve*

**R-17 ATTACHMENT**  
**Memorandum**

Date: April 13, 2017

To: Patrick H. West, City Manager *T.H.W.*

From: Amy J. Bodek, Director of Development Services *AJB*

For: Mayor and Members of the City Council

Subject: **Summary of Wayfinding Signage Community Survey Results**

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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 destinations and coastal access was also identified. City staff issued a request for proposals (RFP) in December 2015, 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 Alliance (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 indicated a variety of key destinations in the downtown and waterfront areas, as well as locations such as the East Village Arts District and Belmont Shore. The survey also captured the type of words used to describe the City, which included responses such as progressive, diverse, active, and creative.

The attached summary of the survey results provides an overview of the feedback that informed the design of the wayfinding signage program package. If you have any questions regarding this matter, please call Linda Tatum, Planning Bureau Manager, at (562) 570-6261.

AJB:LT:AR  
P:\PLANNING\TFF MEMOS\TFF - WAYFINDING SIGNAGE SURVEY RESULTS.DOCX  
ATTACHMENT: CITY OF LONG BEACH SUMMARY OF WAYFINDING SIGNAGE COMMUNITY SURVEY

CC: CHARLES PARKIN, CITY ATTORNEY  
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CITY CLERK (REF. FILE #17-0288)

## Summary of Responses to a Community Wayfinding Signage Survey

The City conducted an online survey in September 2016 to obtain feedback to inform the design of a wayfinding sign program. The survey responses are summarized below and capture comments in three general areas including: (1) gateway entry signs, (2) parking directional signs, and (3) coastal access signs.

### NUMBER OF SURVEY RESPONSES AND RESPONDENT STATUS

- Approximately 774 survey responses
- Most respondents were residents (See below)

Are you a commuter, resident, or tourist?		
Response Options	Response Percent	Response Count
Commuter	6.30%	48
Resident	92.50%	704
Tourist	1.20%	9
<i>Number of Responses</i>		<i>761</i>
<i>Number that skipped this question</i>		<i>13</i>

### QUESTIONS ON ENTRY TO THE CITY

#### 1a) Describe the character of Long Beach in one word. (Top Responses)

- Diverse
- Inclusive
- Vibrant
- Progressive
- Creative
- Active
- Friendly
- Relaxed, laid back, casual

#### 1b) What makes the City of Long Beach unique? (Top Responses)

- Unique, diverse neighborhoods
- Small town feel
- Urban coastal downtown
- Waterfront and waveless beach
- Diverse activities & attractions
- Small town feel
- Diversity
- Bike friendly

#### 1c) What is your primary mode of travel

Response Options	Response Percent	Response Count
Walk	6.90%	39
Bicycle	2.70%	15
Car (Taxi, Uber)	87.60%	495
Bus	1.80%	10
Metro blue line	1.10%	6
<i>Answered the question</i>		<i>565</i>
<i>Skipped the question</i>		<i>209</i>

## **WAYFINDING TO PARKING**

### **2a) The top three most helpful wayfinding tools?**

- Web & mobile app directions
- Physical maps & guides
- City gateways & landmarks
- Signage to parking
- District ID signs
- Vehicular signage to destinations
- Pedestrian signage to destinations

The top three responses were: (1) web apps and directions, (2) signage to parking, and (3) a split between pedestrian directional signage and vehicular pedestrian signage. There were a handful of written responses for bicycle signage.

### **2b) Primary destinations in Long Beach**

- |                         |                              |
|-------------------------|------------------------------|
| • Downtown/Civic Center | • The Pike                   |
| • Belmont Shore         | • East Village Arts District |
| • Shoreline Village     | • Bixby Knolls               |
| • Beach/Waterfront      | • El Dorado Park             |

## **WAYFINDING TO COASTAL DESTINATIONS AND PARKING**

### **3a) Downtown/Coastal Wayfinding - Do you visit Long Beach; Top 3 destinations**

- |                               |   |
|-------------------------------|---|
| • Aquarium                    | • Shoreline Village                     |
| • Beaches/Marine Stadium/Pier | • The Peninsula                         |
| • Queen Mary                  | • Beach bike path/trail                 |
| • Naples                      | • Belmont Shore /2 <sup>nd</sup> Street |

### **3b) Challenges to finding parking in Downtown/Coastal areas**

- The cost
- Paying/feeding meters
- Parking lots too crowded
- Neighborhood restrictions
- Too few free spaces
- Street sweeping
- Parking is hard to find in the Pike
- Parking is not resident friendly
- Beach parking fills up when the weather is warm