



## Legislation Text

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**File #:** 11-0650, **Version:** 1

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Recommendation to adopt resolution establishing a policy facilitating the placement of neighborhood marker signs. (Citywide)

On February 15, 2011, the City Council referred the draft Neighborhood Marker Sign Placement Policy (NMSPP) to the Housing and Neighborhoods Committee for review. The policy would enable neighborhoods, organizations and Business Improvement Districts (BIDs) to identify and promote their geographic boundaries through signs in the public right-of-way. The purpose of this policy would be to utilize signage to strengthen and encourage investment in the community by residents, property owners and business proprietors. The policy would address the process of determining eligibility for such signage and a process for appealing a negative decision.

At their June 7, 2011 meeting, the Housing and Neighborhoods Committee reviewed and indicated their approval of the NMSPP as shown on the attached resolution, prepared by City staff. Staff is now requesting City Council approval of the proposed policy with the following provisions:

1. Requests for neighborhood marker signage are to be submitted to the City Traffic Engineer.
2. The Neighborhood Services Bureau, in the Development Services Department, maintains a list of neighborhood associations and BIDs eligible for signage.
3. Signage will be fabricated at the expense of the requesting organization and mounted on City street lights or traffic signal poles by City staff at a cost of \$100 per sign. Signage design standards will resemble existing street signage and shall be as shown on the attached Exhibit A.
4. If an organization requests marker signage on a state highway or freeway exit, the City Traffic Engineer will work with the requesting organization and Caltrans to determine if the particular signage proposed meets state requirements.
5. If a neighborhood organization's request for a marker sign is rejected, they may appeal this decision to City Council.

A pamphlet explaining the process of installing neighborhood marker signage is attached as Exhibit B.

This letter was reviewed by Deputy City Attorney Linda Trang on June 23, 2011 and Budget Management Officer Victoria Bell on June 17, 2011.

City Council action on this matter is requested on July 5, 2011.

This recommendation is revenue neutral. All signage and installation costs are at the expense of the

requesting neighborhood organization. There is no General Fund or local job impact.

Approve recommendation.

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF LONG BEACH ADOPTING A  
NEIGHBORHOOD MARKER SIGN PLACEMENT POLICY.

MICHAEL CONWAY  
DIRECTOR OF PUBLIC WORKS

APPROVED:

PATRICK H. WEST  
CITY MANAGER