

CITY OF LONG BEACH

SIGNAGE & WAYFINDING

INVENTORY / ANALYSIS

23 AUGUST 2016



selbert perkins design collaborative

432 Culver Boulevard, Playa Del Rey, CA 90293

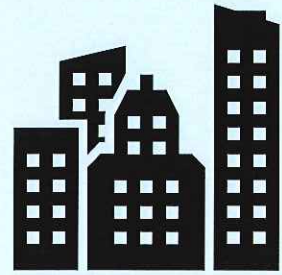
T 310 822 5223 **W** selbertperkins.com



Wayfinding Definition

The signage that directs you to destinations from your present location.

Public Benefits



Promote & reinforce identity



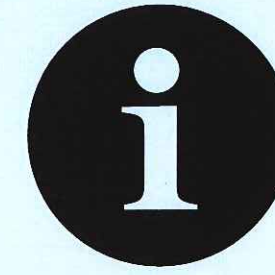
Establish a sustainable model & reduce pollution



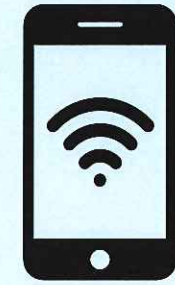
Link all transit modes in real time



Encourage tourism & physical activity

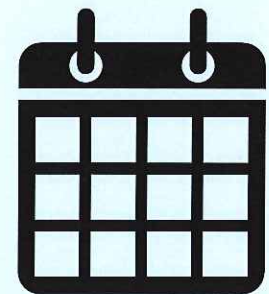


Provide educational, cultural & historical information

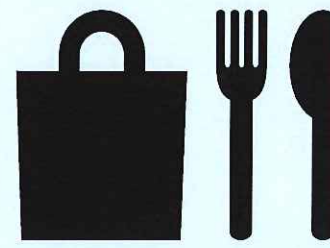


Integrate web & mobile applications

City Benefits



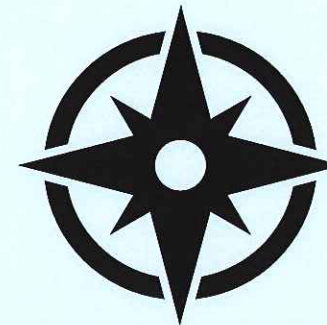
Promote local events



Stimulate local economy



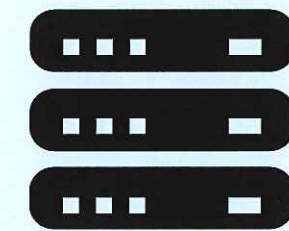
Provide powerful maintenance management tools



Integrate maps



Create a revenue generation model and economic benefits



Create valuable content/data repository

CITY ENTRANCES



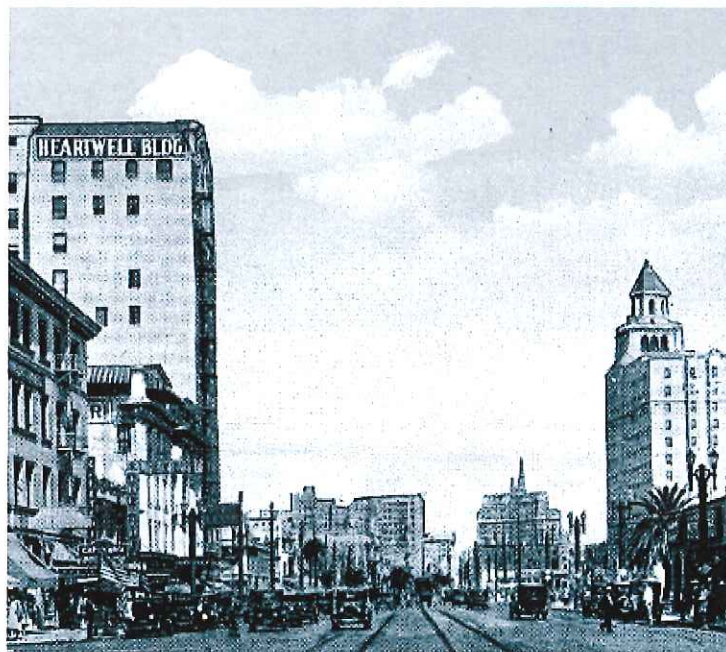
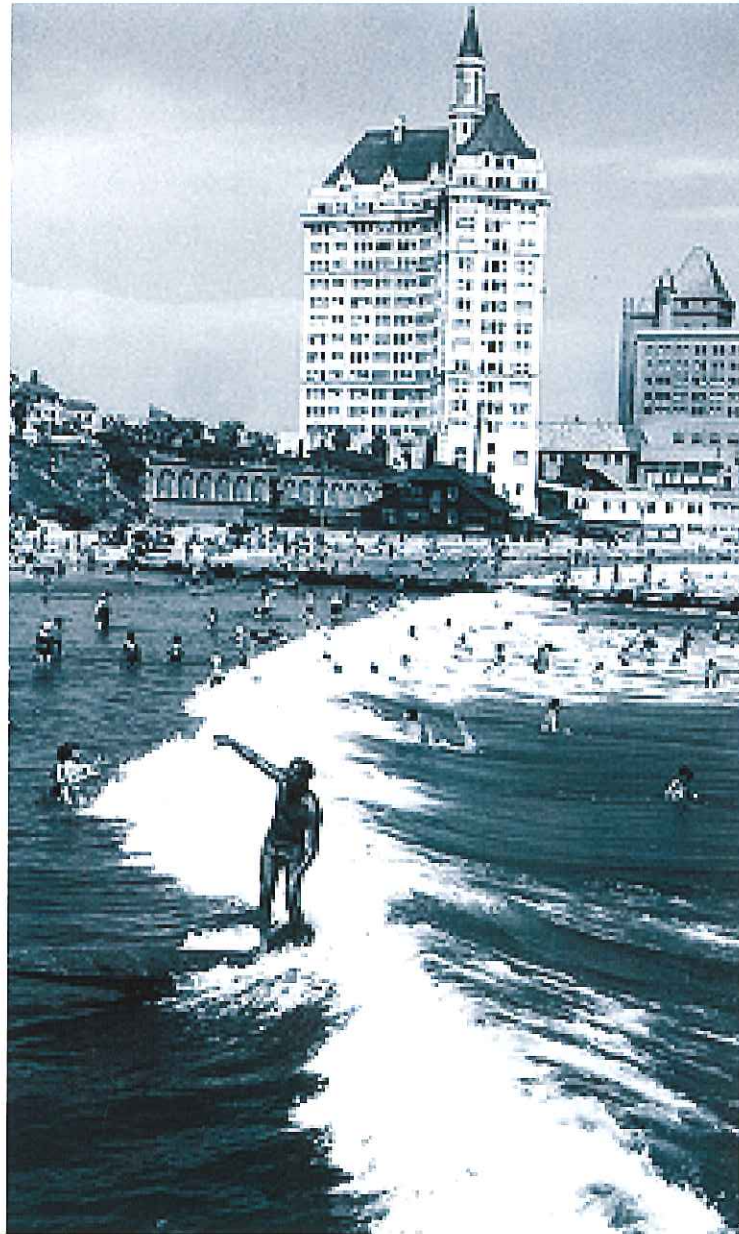
PARKING



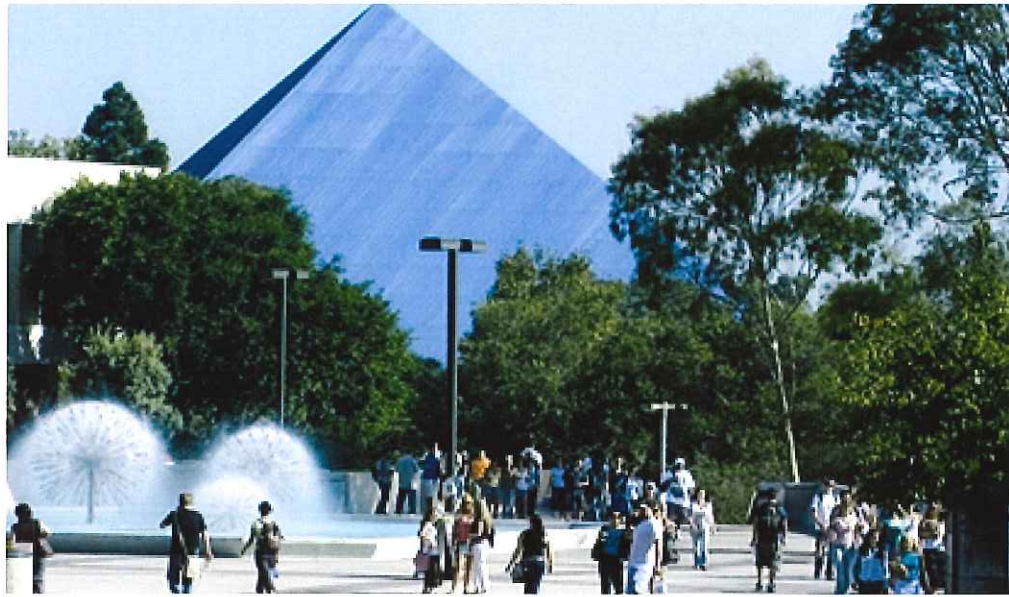
COASTAL ACCESS



ENHANCE THE HISTORIC CHARACTER OF THE CITY



COMPLEMENT THE FUTURE DEVELOPMENT IN THE CITY

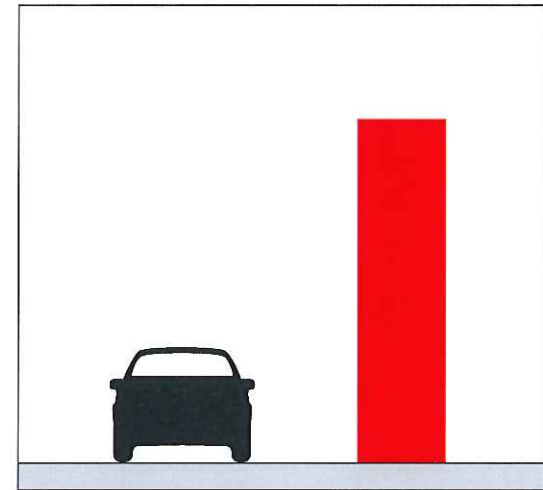


Goals

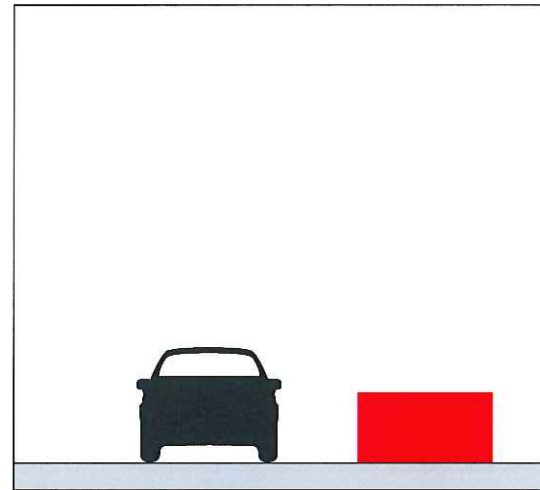
- Enhance the City's identity with updated Entry Monuments at key city entry locations.
- Promote access to parking in downtown through a unified visual language for Parking Signage.
- Strengthen wayfinding to key destinations through a consistent Wayfinding Signage program in downtown and coastal areas.
- Identify and eliminate problems with existing signage, including information gaps, confusion, redundancy and sign clutter.

Current Phase

1ST PRIORITY

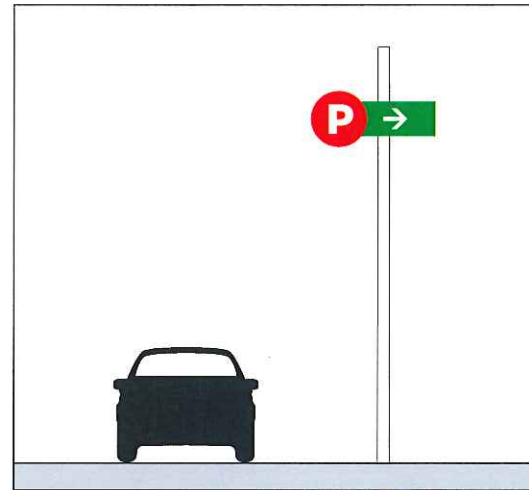


E1 PRIMARY CITY ENTRANCE ID MONUMENT



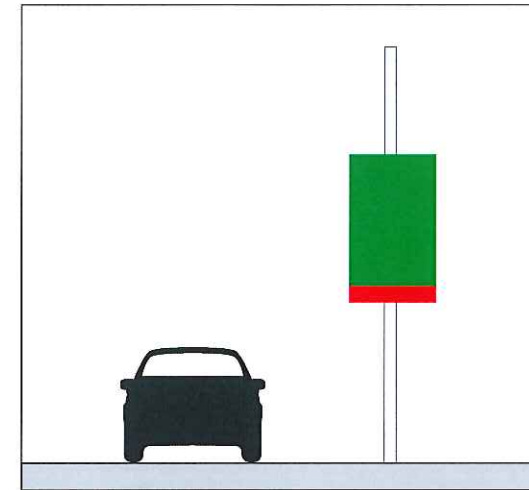
E2 SECONDARY CITY ENTRANCE ID MONUMENT

2ND PRIORITY

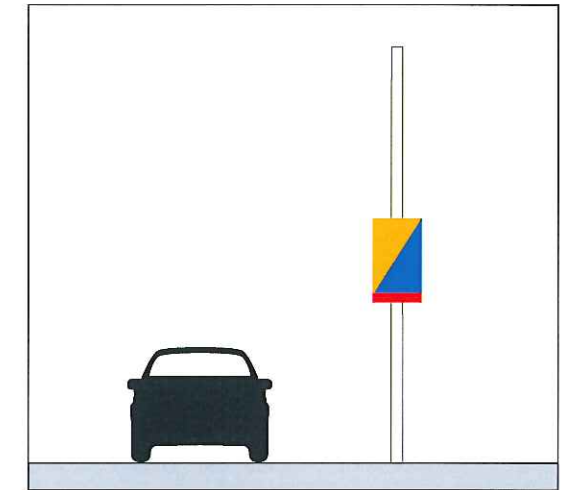


V1 PARKING DIRECTION (DOWNTOWN & COAST)

3RD PRIORITY



V2 DESTINATION DIRECTION (DOWNTOWN & COAST)



V3 INFORMATION & REGULATION (DOWNTOWN & COAST)



● IDENTIFICATION
 ● DIRECTION
 ● INFORMATION
 ● REGULATION

Existing City Entrance Locations



Parking (In Downtown)



Preliminary Destinations (In Downtown)

PRIMARY DESTINATION

- Aquarium
- Convention Center
- Performing Arts Center
- MoLAA
- Queen Mary
- Civic Center
 - City Hall
 - Library
 - County Court
 - Police Department

SECONDARY DESTINATION

- CityPlace (Name Changing)
- The Pike
- Shoreline Village
- Long Beach Arena
- World Trade Center
- Cruise Ships
- Transit Mall (Metro Rail)
- Post Office
- Catalina Landing
- Water Taxis

PARKING

Parking

DISTRICTS

- Willmore City
- West Gateway
- Civic Center
- Shoreline
- Queen Mary
- North Pine
- Pine Ave
- Arts District

OUTSIDE OF DOWNTOWN

- 710 Freeway
- Alamitos Beach
- San Pedro



Annual Public Events (over 10,000 Attendees)

RAINBOW LAGOON

- Pride
- Long Beach Grand Prix
- Formula Drift
- Tour of Long Beach
- Long Beach Marathon
- Jazz Festival
- Crawfish Festival
- BBQ Festival
- Lobster Festival

PINE ST

- New Year's Eve

ALAMITOS BEACH

- Volleyball World Series

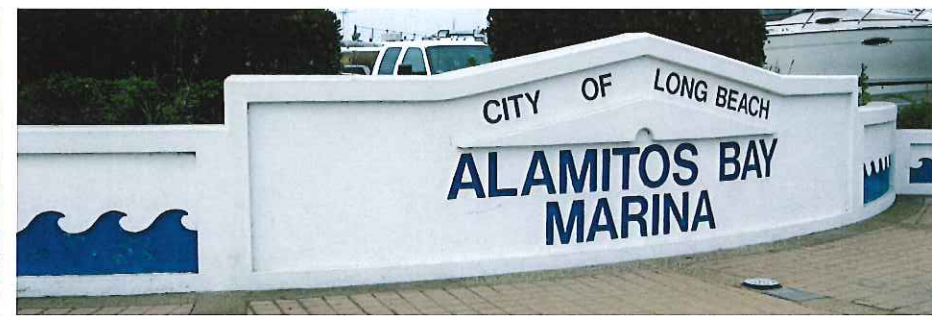
BELMONT SHORE

- Christmas Parade

GRANADA BEACH

- Love Long Beach
- Turkey Trot

Coastal Access



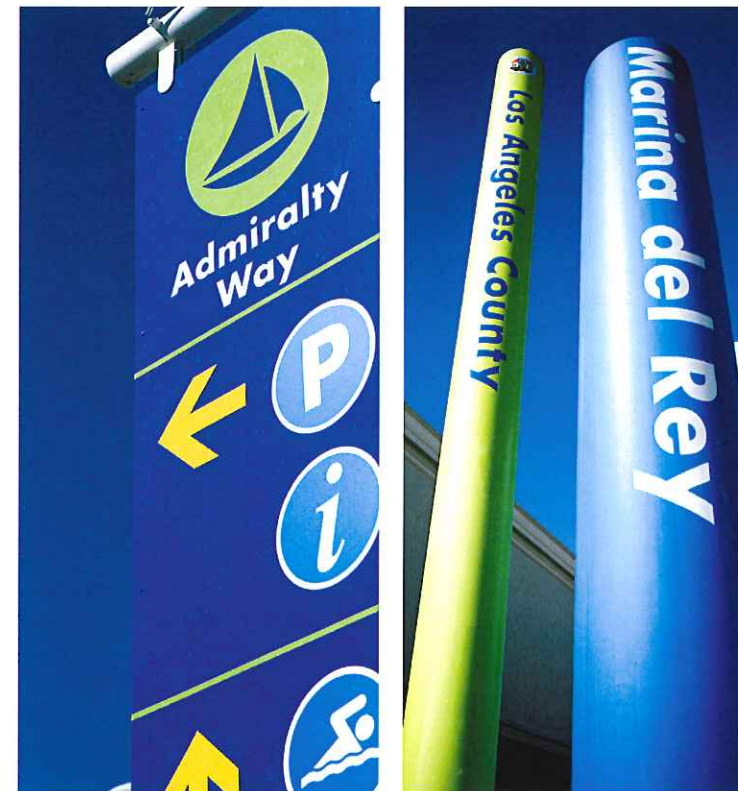
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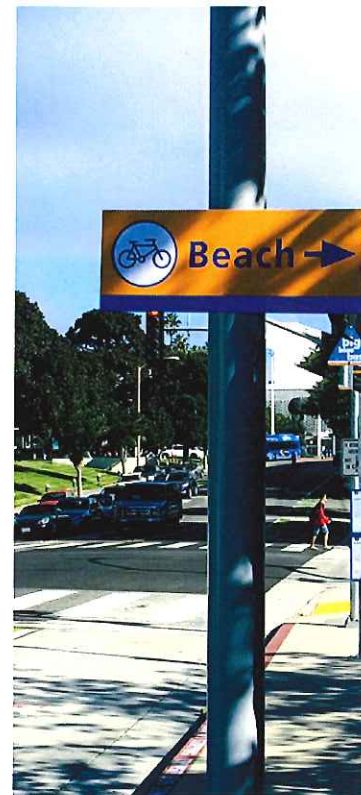
SANTA MONICA



MARINA DEL REY



WEST HOLLYWOOD





DOWNTOWN 
LONG BEACH
ASSOCIATES

CITY OF
LONG BEACH

SELBERT
PERKINS
DESIGN