

CITY OF LONG BEACH **R-20**

DEPARTMENT OF PUBLIC WORKS

333 WEST OCEAN BOULEVARD LONG BEACH, CA 90802 562.570.6383 FAX 562.570.6012

July 5, 2011

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION

Adopt the attached resolution establishing a policy facilitating the placement of neighborhood marker signs. (Citywide)

DISCUSSION

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.

HONORABLE MAYOR AND CITY COUNCIL

July 5, 2011

Page 2

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.

TIMING CONSIDERATIONS

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

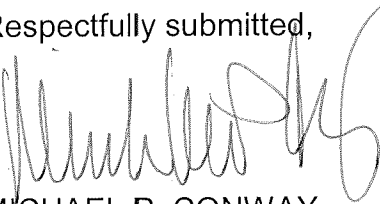
FISCAL IMPACT

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.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



MICHAEL P. CONWAY
DIRECTOR OF PUBLIC WORKS

APPROVED:



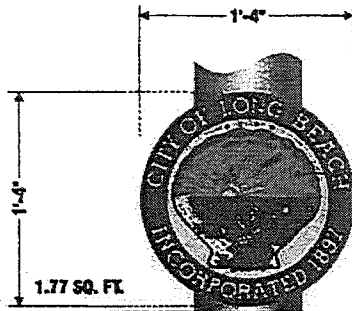
PATRICK H. WEST
CITY MANAGER

MPC:MAC:GM:SC:bs
P:CL/CD Marker Signs v.5.doc

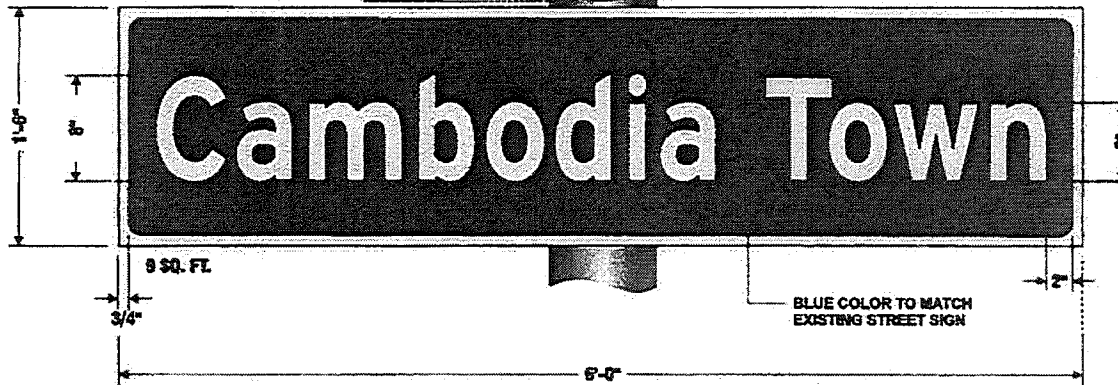
Attachments:

- Resolution
- Exhibit A – Sign Design
- Exhibit B – Community Sign Placement Pamphlet

SCALE: 1 1/4" = 1'-0"



TO BE FLAT CUT OUT .080 ALUMINUM
W/ GRAPHIC TO BE DIGITALLY PRODUCED



BLUE COLOR TO MATCH
EXISTING STREET SIGN



**H1-SL
STRAP-ON BRACKET
(Straight Leg)**
Extra Heavy 1/8" Steel, Hot
dipped galv. with 5/16" tapped
hole. Slotted for 3/4" Strap.



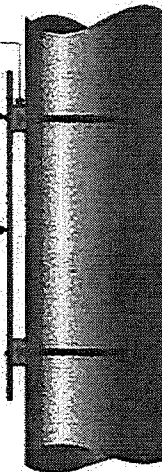
**H1-SL
SEAL-TITE BOLT**
5/16" X 1/2" bolt with
Neoprene washer.

SIGN MOUNTING HARDWARE

STRAP-ON BRACKET

SEAL-TITE BOLT

.080 ALUMINUM W/
ENCAPSULATED LENS
RETROREFLECTIVE
SHEETING



SPECIFICATIONS

BACKGROUND MATERIAL: .080 ALUMINUM PANEL
COLOR: BLUE BACKGROUND WITH WHITE LETTERS AND MARGIN MANUFACTURED WITH WHITE/SILVER
HIGH-INTENSITY RETRO-REFLECTIVE SHEETING MATERIAL MEETING CALTRANS CRITERIA FOR
ENCAPSULATED LENS SHEETING OVERLAID WITH ELECTRONICALLY CUTABLE "CALTRANS BLUE" COLORED FILM.

NOTE: CITY OF LONG BEACH TO INSTALL.

ANAHEIM ST AND JUNIPERO AVENUE

EXHIBIT A

		JOB NAME: CAMBODIA TOWN STREET	POST STYLE:	FILE NAME: CAMBODIA TOWN SIGN B
		ADDRESS: ANAHEIM ST / JUNIPERO AVENUE LONG BEACH, CA	DATE: 06.04.2011	REVISION:
SIGN TYPE: STREET BLANK SIGN		DESIGNER: TERRY TAD	APPROVAL: BOBBI PARR	WEBSITE: THELACINGSIGN.COM

Cambodia Town

A Community Building Guide



How to install a Community Identification Sign in Your Neighborhood or Business District

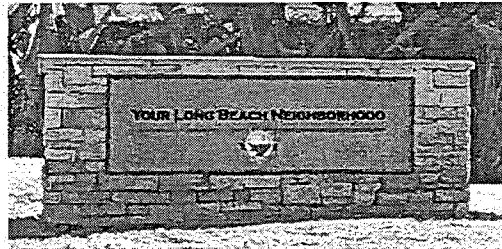


EXHIBIT B PAGE 1 OF 2

The City's design guidelines for monument type signs specifies a height limit of 4 feet and a length limit of 9 feet. Acceptable sign materials include wood, stone, and concrete. No internally lit box-type signs will be allowed. The sign must indicate that the community is a part of the City of Long Beach.

Contact:

562-570-6996
City of Long Beach
Department of Public Works
Bureau of Engineering
333 West Ocean Blvd, 10th Floor
Long Beach, CA 90802

This information is available in an alternative format by request. Please contact the Department of Public Works at 562-570-6634.

The City of Long Beach Municipal Code provides that communities with active associations and commercial districts may identify their area with signage placed in the public right-of-way within the parkway or a street median. Community groups and commercial districts are responsible for the design, installation and maintenance of their signs, as well as funding their signage project.

The signage type, materials and size are described in Chapter 21.44.105/106 of the Municipal Code. Community identification signs are typically of monument form, while commercial district signage may be either monument form or freestanding (typically, pole mounted).

Planning and permitting for such a sign involves the bureaus of two City departments – both the Planning Bureau of the Department of Development Services and the Engineering Bureau of the Department of Public Works.

Design and neighborhood boundary issues are overseen by the Planning Bureau, while the Engineering Bureau addresses placement issues unique to public street right-of-way, including traffic lines of sight, maintaining an adequate path for pedestrians and wheelchair users, avoiding damage to underground pipes, and the structural adequacy of the sign foundation.

An installation and maintenance agreement with the Department of Public Works describes the conditions under which such signs are maintained. The principal provisions of the agreement are:

- The permission to install a sign is revocable in nature. If street improvements or other considerations require the removal of the sign, the City can terminate the agreement.
- The sign shall be maintained at the sole cost and expense of the community group or the commercial district.
- The community group or commercial district shall indemnify the City against any property damage or personal injury liability for the sign.
- A sketch showing the precise location and design of the sign(s) is attached.

As with any construction within the public right-of-way, a permit must be issued by the Construction Services Bureau to the licensed individual or firm carrying out the installation. Upon approval of the sign design and location by the Planning Bureau, and completion of the installation and maintenance agreement with the Engineering Bureau, the installation permit can be issued.

To begin the process of installing Community or Commercial District signage, please contact both the Planning Bureau at 562-570-6194 AND the Construction Services Bureau at: 562-570-6996, or Sue.Castillo@longbeach.gov.

An alternative to a monument type community identification sign is a location marker sign on a pole designed and installed by the City's Traffic Engineering Bureau. These standardized sign types can be installed directly by City forces at less cost than a monument-type sign, although private funding is still required. No installation and maintenance agreement is needed; this type of sign does not provide for the customized design of monument type design.

Placement of such signs on Caltrans (freeway) right-of-way indicating that the next exit leads to your community can also be arranged by the City's Traffic Engineering Bureau. Caltrans' specifications for such signs must be followed, and private funding provided.

If you wish to consider this type of signage, please contact Teresa Dennis at (562) 570-6331, or,
Teresa.Dennis@longbeach.gov.

OFFICE OF THE CITY ATTORNEY
ROBERT E. SHANNON, City Attorney
333 West Ocean Boulevard, 11th Floor
Long Beach, CA 90802-4664

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RESOLUTION NO.

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

WHEREAS, the City of Long Beach has no formal policy to designate
neighborhoods, business corridors and Business Improvement Districts; and

WHEREAS, designated neighborhoods have increased awareness of
particular cultural groups or historical areas, as well as local and international tourism and
business; and

WHEREAS, neighborhood marker signs create a sense of community and
encourages investment in the community by residents, property owners and business
proprietors; and

WHEREAS, a neighborhood marker sign placement policy would address
the process of determining eligibility for such signage and a process for appealing a
negative decision;

NOW, THEREFORE, the City Council of the City of Long Beach resolves as
follows:

Section 1. The City Council of the City of Long Beach hereby adopts a
Neighborhood Marker Sign Placement Policy, a copy of which is attached hereto as
Exhibit "A" and made a part hereof by this reference.

Section 2. This resolution shall take effect immediately upon its adoption
by the City Council, and the City Clerk shall certify the vote adopting this resolution.

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I hereby certify that the foregoing resolution was adopted by the City Council of the City of Long Beach at its meeting of _____, 2011 by the following vote:

Ayes: Councilmembers: _____

Noes: Councilmembers: _____

Absent: Councilmembers: _____

City Clerk

OFFICE OF THE CITY ATTORNEY
ROBERT E. SHANNON, City Attorney
333 West Ocean Boulevard, 11th Floor
Long Beach, CA 90802-4664

EXHIBIT "A"

CITY OF LONG BEACH NEIGHBORHOOD MARKER SIGN PLACEMENT POLICY

This policy addresses only street-name type signage mounted on an existing street light or traffic signal pole. Note that ground-mounted monument type community identification signage is addressed in Municipal Code Sections 21.44.105 and 21.44.106.

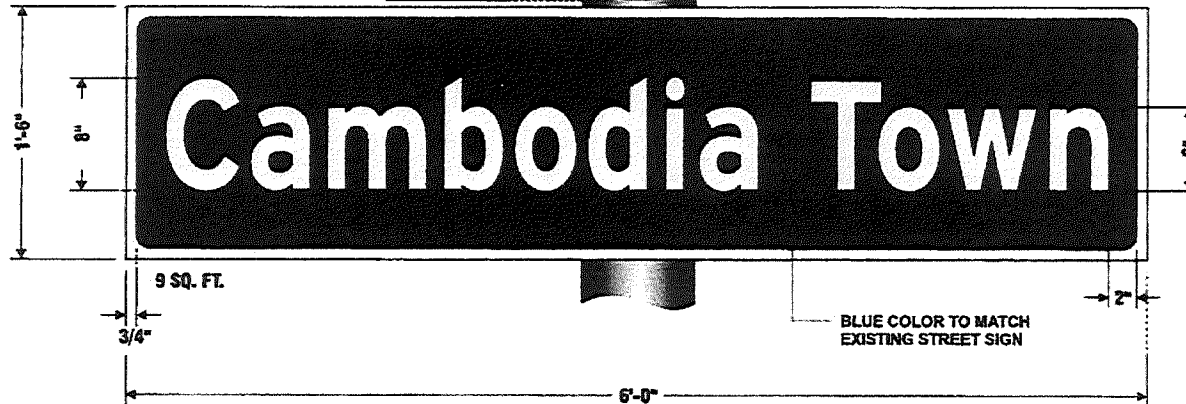
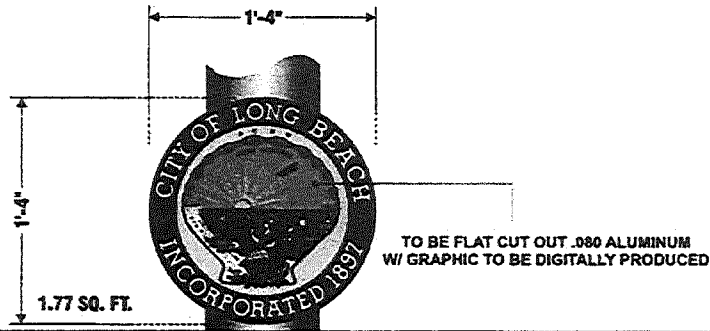
1. Neighborhood organizations seeking the placement of official signs mounted on City traffic or utility poles designating the boundaries of their territory may submit their request to the City Traffic Engineer, Department of Public Works. At this time, such requests may be routed through Teresa Dennis, at 562-570-6331 or Teresa.Dennis@longbeach.gov.
2. The Department of Public Works will consult with the Neighborhood Services Bureau of the Department of Development Services to insure that the neighborhood organization is eligible for signage. The criteria for eligibility includes:
 - a. The organization should be currently active and have regular meetings.
 - b. There must be a group president or other representative/spokesperson.
 - c. The group must have an established boundary.

City Council recognition of the community organization may be required in order to place community organization identification at a freeway exit (see below).

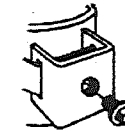
3. Signage shall be of the type shown on the attached exhibit. Signage can be manufactured by the neighborhood organization or by the City of Long Beach. If manufactured by the City of Long Beach, the actual cost of production of the sign(s) must be paid by the neighborhood organization. If the signage will be manufactured by private sign company, insure that a sign plan has been approved by the City Traffic Engineer before purchasing.
4. All community identification signage to be placed on street lights or traffic signal poles will be installed by the City of Long Beach. The actual cost of mounting the signage must be paid by the neighborhood organization.
5. Desired locations for this signage should be identified by the neighborhood organization, but signage will typically be approved only at entrances to the identified neighborhood along major streets or highways. Signage will be single sided, facing the traffic entering the neighborhood.

6. It may be possible to obtain pole-mounted community identification signage on State highways or at freeway exits. The City Traffic Engineer will coordinate approval of such signage with Caltrans. Generally, the following conditions apply:
 - a. The name of the community is culturally unique and historically significant.
 - b. Signs are consistent with Caltrans standards and requirements. Caltrans does not provide funding for installing or maintaining this type of signage.
 - c. The geographical boundary of the neighborhood is within three miles of the state highway or freeway exit.
7. The Department of Public Works reserves the right to reject community identification signage proposals that do not appear to meet the above requirements. If the neighborhood organization is unsatisfied with a decision to reject a signage proposal, they may appeal this decision to the City Council.
8. The Department of Public Works shall encourage appropriate community identification signage by preparing a brochure identifying the various community identification sign types and their approval processes. This brochure shall be available on the City of Long Beach Website.

SCALE: 1 1/2" = 1'-0"



TYPICAL SIGN DESIGN



H1-SL STRAP-ON BRACKET (Straight Leg)
Extra Heavy 1/8" Steel, Hot dipped galv. with 5/16" tapped hole. Slotted for 3/4" Strap.



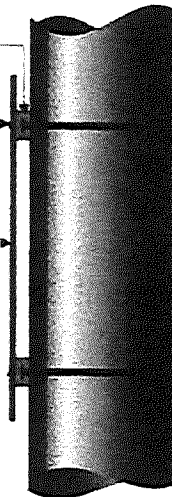
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ANAHEIM ST AND JUNIPERO AVENUE



JOB NAME: CAMBODIA TOWN DISTRICT

FONT STYLE:

FILE NAME: CAMBODIA TOWN SIGN 5

ADDRESS: ANAHEIM ST / JUNIPERO AVENUE LONG BEACH, CA

DATE: 06.24.2011

REVISION:

EMAIL: TANTERELY@MSL.COM • TANTERELY@GMAIL.COM

SIGN TYPE: STREET NAME SIGN

SALESMAN: TEDDY ELM

DESIGNER: SONOMA PEARL

WEBSITE: TNTLECTRIC.COM

Cambodia Town

1 OF 1



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