



Date: February 16, 2011
To: Housing and Neighborhoods Committee Staff
From: Larry Herrera, City Clerk
Subject: City Council Referral to the Housing and Neighborhoods Committee

At the City Council meeting held Tuesday, February 15, 2011, the following agenda item was referred to the Housing and Neighborhoods Committee:

NEIGHBORHOOD SIGN MARKER PLACEMENT POLICY

Councilman Andrews moved, seconded by Councilmember Neal, that the communication be received and referred to the Housing and Neighborhoods Committee.

LARRY G. HERRERA
City Clerk

Attachment

cc: Patrick West, City Manager
Suzanne Frick, Assistant City Manager
Reginald I. Harrison, Deputy City Manager



City of Long Beach
Working Together to Serve

~~R-11~~

Office of Dee Andrews
Council Member, Sixth District
Memorandum

Date: February 15, 2011

To: HONORABLE MAYOR AND MEMBERS OF THE CITY COUNCIL

From: Robert Garcia, Councilmember First District *RG*
Dee Andrews, Councilmember Sixth District *DA*
James Johnson, Councilmember Seventh District *JJ*
Steven Neal, Councilmember Ninth District *SN*

Subject: **AGENDA ITEM:** Neighborhood Sign Marker Placement Policy

DISCUSSION

The City of Long Beach has no formal policy to officially designate neighborhoods, business corridors and Business Improvement Districts (BIDs). These types of associations have been organically formed due to common issues or ideas. Designated neighborhoods all over California have increased awareness of particular cultural groups or historical areas, as well as local & international tourism and business. Neighborhood marker signs can create a sense of community that revitalizes pride and encourages investment by residents, property owners, and business proprietors. By taking an active role in designating new neighborhoods, Long Beach can help neighborhoods evolve while maintaining their historical, cultural character and integrity.

To that end, Long Beach needs a clear and accessible marker sign application process to allow neighborhoods, business corridors and BIDs interested in promoting their neighborhoods to apply for marker signs. The policy for naming a neighborhood would include the process of applying to place signs in neighborhoods and near the freeways. It should include a component that gathers community agreement for the proposed association name and that identifies the process for community agreement regarding the marker sign location(s). In addition, there should be a defined appeal process to this policy.

The policy would not require neighborhoods and BIDs already recognized by the City of Long Beach to gather community support for naming or signage. The policy should be designed to gather community agreement regarding groups advocating for signage to create awareness of their neighborhood or business corridor. Payment for signs would be the responsibility of the applicant. A draft policy is included for review.

Recommendation

It is respectfully requested that City Council refer the attached neighborhood sign marker placement policy draft to the Housing and Neighborhood Committee for review and bring back to City Council within 90 days with the draft recommendations.

Fiscal Impact

This item will have no fiscal impact.

CITY OF LONG BEACH

NEIGHBORHOOD SIGN MARKER PLACEMENT POLICY DRAFT

1. Proponents seeking an official designation or a name change of their neighborhood, business corridors, or business improvement district (BIDs) must complete a designation application and file it with the City Clerk for processing. The application requires:

- a. The proposed or current name of the neighborhood, business corridors, or business improvement district, as well as the rationale for such action, any historical or cultural prominence, and/or other relevance.
- b. The street boundaries of the neighborhood [district] being designated and a map that outlines the targeted area.
- c. The formation of a party of two or more members who reside or conduct business within the boundaries of the domain to be named.
- d. An application is required to contain:
 - A petition verifying 20 percent of the neighborhood's population.
 - A spreadsheet (Excel, text file, concurrent versions system program, etc.) that records the information in this order: name of person, house number, house fraction (i.e. 1/2), house direction (i.e. north, south, east, west), street name, street type (i.e. Avenue, Boulevard, Street, etc.), apartment number, city, state, zip code. Each heading should be entered in to an individual column. (Contact City Clerk at 562-570-6489 for a template of the spreadsheet to be sent to applicant via their email. Completed spreadsheets are to be included in your Application Package).

The signatures must be from individuals who own property, reside in and/or have businesses, both profit and nonprofit, in the neighborhood, business corridor, or business improvement district being designated or renamed. Incomplete application packets will not be accepted.

2. Proponents must then complete the sign marker placement application and file it with the City Clerk for additional processing. The application requires:

- a. The name of the parties advocating for the appropriate signage.

- b. The proposed street location or freeway location where the signage be held.
- c. The funding source of the sign(s) must be indicated. The costs for these signs will range depending on the quantity and type of signage.

Those that have already had their neighborhood name recognized by the City Council will only follow steps 2, 3 and 8 and will be able to skip the rest of the following steps. The Department of Public Works and the California Department of Transportation (Caltrans) may make recommendations as to where certain signage can be installed. The City of Long Beach is not responsible of any funding for such projects. The applicants are solely responsible for all signage fees.

The signatures must be from individuals who reside in and/or have businesses, both profit and nonprofit, in the locale being designated or renamed. Incomplete application packets will not be accepted. The City of Long Beach is not in charge of the maintenance of the signs after they are fully implemented in place. The applicants take sole responsibility of the application fees, cost of signage and their preservation.

3. **Upon review of the applications, the City Clerk will submit a copy of the documents to the Long Beach Development Services – specifically the Neighborhood Services Bureau, as well as to the Department of Public Works to process and make comments within 7 business days.**
 - a. If the application is incomplete the City Clerk’s office will return the application to the primary applicant and they will be given the opportunity to resubmit their application.
 - b. For additional information or assistance contact:

Office of the City Clerk
333 West Ocean Boulevard
Long Beach, CA 90802

4. **A public hearing on the application should be arranged within the duration of three-months after filing with the City Clerk.**
 - With the assistance of the Neighborhood Services Bureau, the City Clerk will forward a cover letter and designation application to the affected certified neighborhood association(s) and contiguous associations to attend an arranged public hearing that will discuss the matter. The neighborhood association(s) may allow the City Council to conduct the meeting on their behalf by referral from the neighborhood association(s). If they choose not to hold a hearing, they will preserve the status of consent to the proposal. The Neighborhood Services Bureau has until the three-month deadline to make any comments and recommendations.
 - a. The cover letter asks that the neighborhood association(s), with any needs of clarity from the Neighborhood Services Bureau, to:

- Review the application's contents;
- Publicly notify the community, as well as adjacent neighborhoods of the proposal;
- Schedule a public hearing on the presiding issue;
- After the time duration for the public hearing is over, to submit their records and individual community member statements to the City Clerk.
- The City Clerk will handle the scheduling of such matters into future City Council meeting, as well as post the responses online.

The Neighborhood Services Bureau is responsible for reviewing and recommending the approvals of the neighborhood, business corridor, or business improvement district that is being designating or renamed; their review is final adjudication.

5. During the public hearing, in regards to the Designating application:

- a. The applicants will be given time to present their case at the appointed hearing of this matter.
- b. The general public will be given the opportunity to make their input known.
- c. Neighborhood associations and the affected Councilmember will further examine the application in order to comment on these following points:
 - Whether the name is original and does not [exactly] copy that of another neighborhood, business corridor, or business district in the city;
 - Whether the residents and entrepreneurs, including profit and nonprofit parties, have been recognized;
 - Whether there is expressive opposition by those in areas that lie adjacent to the proposed community's zoning boundaries;
 - Whether the affected neighborhood association or business association, if any, is in support of the name or name change.
- d. The Department of Public Works, the City Clerk, and the appropriate City Council District Office that are in jurisdiction of the applicant's request will review the application and make any recommendations on whether the proposed name reflects the historical and cultural significance of that neighborhood.
- e. The applicant may respond to the comments made by any neighborhood association and others.

6. **After the hearing, the Neighborhood Services Bureau will forward every document concerning the matters to the City Council for discussion. Upon receiving such records, the City Clerk will attach them to a Council file for that application and work with the appropriate committee members to arrange a hearing.**
7. **At any point in this process, any opposing party may voice their statements to the City Council.**
8. **The Department of Public Works may place and maintain signs on state highways directing motorists to communities within the geographical boundaries of a city, county or city and county if:**
 - a. The name of the community is culturally unique and historically significant.
 - b. The general public and media commonly recognize the name of the community.
 - c. Signs are consistent with the signing requirements for the California state highway protocol.
 - d. The geographical boundary of the community is within three miles of the state highway exit.
 - e. Trailblazing signs are installed on the appropriate streets or roads prior to installation of signs on the state highway.
 - f. The city, county or signage applicant provides funds from non-state sources that cover all costs for the California Department of Transportation (Caltrans) to place and maintain, or cause to be placed and maintained, appropriate signs on state highways.
 - g. The government body of the city in which the community is located adopts a policy that: (1) Designates the name of the community that is to be used on directional signs, (2) Defines the geographical boundaries of the community, and (3) Requests the Department of Transportation (CalTrans) to post signs on state highways.
9. **Exemptions from parts or the entirety of this policy include:**
 - Partly:**
 - a. Neighborhoods, Business Corridors, and Business Improvement Districts that have been officially been recognized by the City Council will only complete the sign marker application. This application and all of its necessary paperwork will be turned into the City Clerk and go directly into the Department of Public Works.

Entirety:

- a. The historical, cultural, and commemorative designations for an area that is no longer than one city block will not be able to be granted such process.
- b. Names of those that represent historical preservation that were officially recognized by other Council actions, as well as commented by the general public, are exempt from having to partake in the designating process.

**CITY OF LONG BEACH
OFFICE OF THE CITY CLERK**

**APPLICATION TO DESIGNATE / RENAME NEIGHBORHOOD, BUSINESS
CORRIDORS, AND BUSINESS IMPROVEMENT DISTRICTS (BIDS)**

Filing Requirement:

An application, including a petition, must be submitted to officially designate or rename a neighborhood, a business corridor, or a business improvement district (known as a BID). The petition must contain a minimum of 20% of the general population that has some involvement with the area (this includes: living in the area, owning property inside the boundaries, or conducts a business in the neighborhood). The applicant(s) **must** (1) pay the required fee for the submission of this application and (2) include a map of the designated area.

**Designate Neighborhood, Business Corridors,
or Business Improvement District (BIDs) _____**

**Rename Existing Neighborhood, Business Corridors,
or Business Improvement District (BIDs) _____**

*Note: Attach Petition to Application

1. NEIGHBORHOOD INFORMATION

Proposed (or Current Recognized) Name of Neighborhood/BID: _____

District in which Neighborhood, BID lies in: _____

Reason(s) for City-recognized name designation (please state all warrants in accordance):

Street boundaries of the neighborhood to be designated / renamed (please attach map and/or legal description):

*Note: Please include a map of the neighborhood proximities being officially designated.

ON BEHALF OF THE AFOREMENTIONED PROPONENTS, THE UNDERSIGNED AGREES TO PROMPTLY NOTIFY THE CITY CLERK OF ANY CHANGES TO THE FOREGOING INFORMATION AND AGREES TO SUBMIT A REVISED APPLICATION AND PETITION IN THE EVENT THAT THIS OCCURS.

Signature

Date

To be filed in the: **Office of the City Clerk
333 West Ocean Boulevard
Long Beach, CA 90802**

*NOT FOR PUBLIC USE
<u>For Office of City Clerk:</u>
Date Application/Petition Received: _____
Content Review Period End Date: _____
Applicant's Council District: _____
Neighborhood Association(s): _____

All Documents Complete and Approved Date: _____
If Not Complete, Date Returned to Applicant: _____
Date Application/Petition were Filed: _____
Public Hearing Deadline: _____

2. NEIGHBORHOOD/BID INFORMATION

Name of neighborhood/business improvement district (currently official or seeking official status): _____

District in which Neighborhood, BID lies in: _____

Proposed street boundaries of where signage can be placed (please attach map and/or legal description):

Proposed freeway exit/locale of where signage can be placed (please attach map and/or legal description):

***Note: Please include a map of the all the affected sectors from signage.**

3. FUNDING SOURCE(S)

4. SIGNAGE QUANTITY

Amount of Neighborhood Signs: _____

Amount of Freeway Signs: _____

ON BEHALF OF THE AFOREMENTIONED PROPONENTS, THE UNDERSIGNED AGREES TO PROMPTLY NOTIFY THE CITY CLERK OF ANY CHANGES TO THE FOREGOING INFORMATION AND AGREES TO SUBMIT A REVISED APPLICATION IN THE EVENT THAT THIS OCCURS. IN ADDITION, THE UNDERSIGNED AGREES THAT THEY ARE RESPONSIBLE FOR COPIES OF ALL DOCUMENTS REGARDING SIGNAGE, INCLUDING PAYMENT SLIPS/CHECKS.

Signature

Date

To be filed in the: **Office of the City Clerk**
333 West Ocean Boulevard
Long Beach, CA 90802

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*NOT FOR PUBLIC USE
For Office of City Clerk:
Date Application Received: _____
Content Review Period End Date: _____
Neighborhood/District located in Council District: _____
Document Completed and Approved Date: _____
If Not Complete, Date Returned to Applicant: _____
Date Application was Filed: _____