

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

1 RESOLUTION NO. RES-11-0071

2
3 A RESOLUTION OF THE CITY COUNCIL OF THE
4 CITY OF LONG BEACH ADOPTING A NEIGHBORHOOD
5 MARKER SIGN PLACEMENT POLICY
6

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

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

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

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

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

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

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

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1 I hereby certify that the foregoing resolution was adopted by the City
2 Council of the City of Long Beach at its meeting of July 5, 2011 by
3 the following vote:

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Ayes: Councilmembers: Garcia, Lowenthal, DeLong, O'Donnell,
Schipske, Andrews, Johnson, Neal.

Noes: Councilmembers: None.

Absent: Councilmembers: Gabelich.



City Clerk

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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.

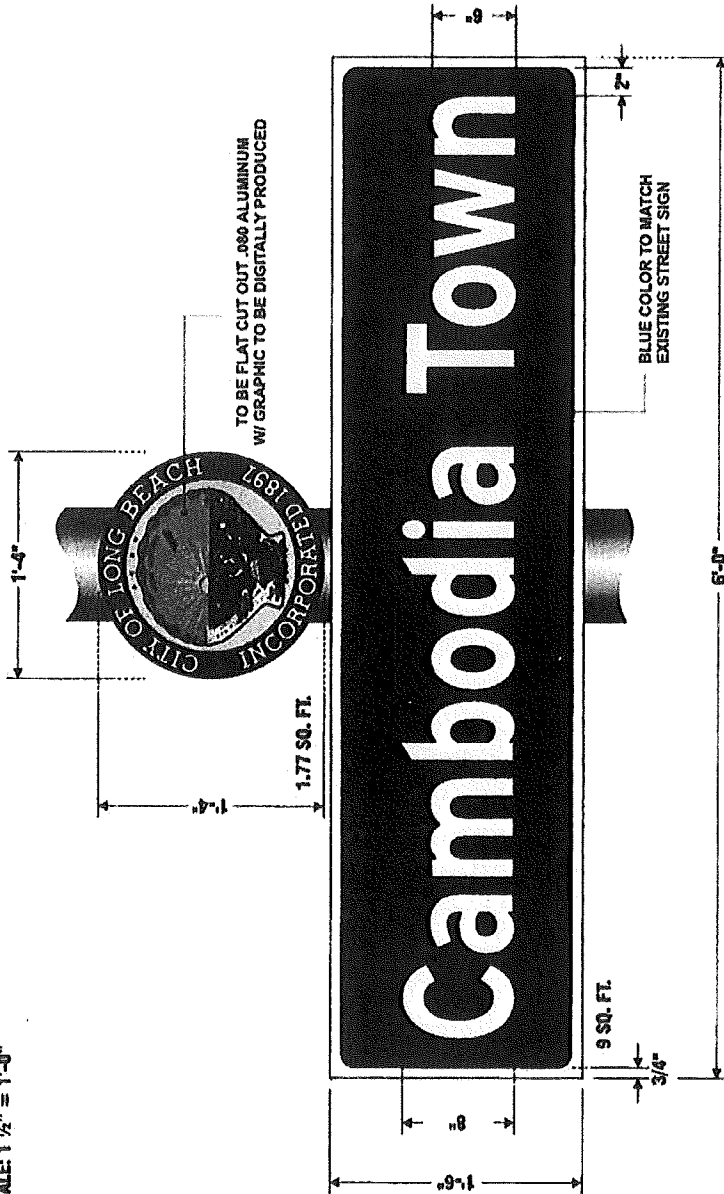
1. Neighborhood organizations seeking the placement of official signs mounted on City traffic or utility poles designating the boundaries of their territory may submit their request to the City Traffic Engineer, Department of Public Works. At this time, such requests may be routed through Teresa Dennis, 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"



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



JOB NAME: CAMBODIA TOWN DISTRICT
 ADDRESS: ANAHEIM ST, ANAHEIM DISTRICT LONG BEACH, CA
 SIGN TYPE: STREET NAME SIGN

POST STYLE:
 DATE: 06-24-2011
 CALLER: TERRY TSE

REVISION:
 SCHEDULE: STANDARD

FIRM NAME: CAMBODIA TOWN DISTRICT
 PHONE: 714.778.0100
 WEBSITE: RETROLECT.COM

TYPICAL SIGN DESIGN

A Community Building Guide



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.

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



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.