

# CITY OF LONG BEACH

# R-13

DEPARTMENT OF DEVELOPMENT SERVICES

333 West Ocean Blvd., 3rd Floor, Long Beach, CA 90802 (562) 570-5237

August 23, 2016

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

## RECOMMENDATION:

Receive and file a report on the development of a comprehensive sign program, including City gateway signage, wayfinding signage, and directional signage for public parking and coastal access. (Citywide)

## DISCUSSION

As part of the Fiscal Year 2016-17 budget process, the need for updating and replacing major gateway signage for entrances into the City was identified. Additionally, the need for a comprehensive coastal wayfinding signage program and a wayfinding program in the Downtown was also identified. City staff issued a request for proposals (RFP) in December 2015. As a result of that RFP process, staff selected Selbert Perkins Design (Consultant) to create a signage program that will result in design guidelines that will establish a uniform look and design theme for new signs in the public realm.

In June 2016, a kick off meeting with the Consultant was held. The Consultant was selected based upon their experience with signage projects in similar coastal cities, as well as the comprehensiveness of the scope of work which would take the project from design through construction administration. Their work scope also includes a robust outreach process that will involve numerous stakeholder outreach meetings, as well as a survey that will be widely distributed for public feedback.

The Consultant's work will result in the preparation of a design template for a comprehensive sign program for the City that can be used for signage in the public realm, including City gateway entry signs and wayfinding signs to downtown parking and coastal access. The result of this program over time will be new entry and wayfinding signs for vehicles, pedestrians and bicyclists. The public outreach process will ensure that feedback is received from the Mayor and City Council and a broad range of community stakeholders and residents. The outreach is designed to be a collaborative process in order to propose a design that embraces the community's values and identity.

On June 8, 2016 a project status update was provided to the Mayor and City Council, including the project schedule (Exhibit A). To date, the project is on schedule, and work is anticipated to be completed by the first quarter of 2017.

HONORABLE MAYOR AND CITY COUNCIL

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This matter was reviewed by Assistant City Attorney Michael J. Mais on August 3, 2016 and by Budget Analysis Officer Rhutu Amin Gharib on August 5, 2016.

TIMING CONSIDERATIONS

City Council action on this matter is not time critical.


FISCAL IMPACT

There is no fiscal or local job impact associated with this recommendation.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



AMY J. BODEK, AICP  
DIRECTOR OF DEVELOPMENT SERVICES

AJB:LT

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APPROVED:

  
\_\_\_\_\_  
PATRICK H. WEST  
CITY MANAGER

Attachment: Exhibit A – June 8, 2016 Memo to Mayor and City Council



**City of Long Beach**  
Working Together to Serve

**Memorandum**

Date: June 8, 2016

To: Patrick H. West, City Manager *P.H. West*

From: Amy J. Bodek, Director of Development Services *Amy Bodek*

For: Mayor and Members of the City Council

Subject: **Citywide Signage Program and Gateway Signage**

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On December 4, 2015, a request for proposal (RFP) was issued seeking qualified design firms to assist in preparing a multi-phased comprehensive signage program, including designs for City Gateway signage. As a result of this competitive process, a design firm was selected to create a signage program that will result in design guidelines that establish a uniform look and design theme for new signs to be installed in the public realm including gateway signage, wayfinding signage, and directional signage for public parking and beach access.

The selection committee included the Assistant City Manager, Planning Bureau Manager, Tidelands Development Officer, City Traffic Engineer, and Downtown Long Beach Associates' Placemaking Manager. In March 2016, after the selection committee's review of the seven responsive proposals, four firms were invited to an interview. Selbert Perkins Design (Consultant) was selected as the most responsive bidder. The Consultant's work program indicated a clear understanding of the City's objectives for this project and included a detailed needs analysis and an assessment of existing signage prior to any design work. Their proposal also included a robust public outreach component, a depth of experience in similar coastal communities, and a work program that includes bicycle wayfinding signs and construction administration. These provisions will contribute to successful development of a comprehensive sign program for the City.

The project will include engagement of the Mayor and City Councilmembers, as well as a broad range of community stakeholders, to provide input into the development of a design concept. Staff has included in the scope a robust public outreach process to ensure the program takes significant input prior to development of any design concepts. This firm has had extensive experience in creating a collaborative process to take input from a variety of different groups in order to propose a design that embraces the community's values and identity.

Moving forward, the project team will work under the direction of the Assistant City Manager, with day-to-day project management handled by Development Services staff, in coordination with an interdepartmental team that includes staff from the City Manager's office, Public Works Department, and Tidelands Capital Improvement. The project team also includes a representative from Downtown Long Beach Associates (DLBA), who will work with the City team to coordinate pedestrian wayfinding signage in Downtown with the design of the City's parking and coastal access signage, as the DLBA will be committing their own funding to implementation of portions of the program.

Citywide Signage Design Program  
June 8, 2016  
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The Consultant agreement is not required to be approved by the City Council, as it is under \$200,000 (\$149,040). However, given the City Council's interest in this project, we will schedule a presentation for the Mayor and City Council during a regular Council meeting to introduce you to the team and provide an overview of the public input process, as public input will be key to developing a signage program that is embraced by the community. As reflected in the attached work program and schedule, the project is anticipated to be completed in nine months.

If you have any questions regarding this project, please call me at (562) 570-6428.

AB:LT:HE  
P:\PLANNING\TFF MEMOS\TFF SIGNAGE PROGRAM MAY 2016.DOTX

ATTACHMENT: WORK PROGRAM AND SCHEDULE

CC: CHARLES PARKIN, CITY ATTORNEY  
LAURA L. DOUD, CITY AUDITOR  
TOM MODICA, ASSISTANT CITY MANAGER  
ARTURO SANCHEZ, DEPUTY CITY MANAGER  
REBECCA JIMENEZ, ASSISTANT TO THE CITY MANAGER  
LINDA F. TATUM, PLANNING BUREAU MANAGER

**SIGNAGE PROGRAM SCOPE AND SCHEDULE SUMMARY**

Phase	TIMELINE (In Months)	Mo. 1				Mo. 2				Mo. 3				Mo. 4				Mo. 5				Mo. 6				Mo. 7				Mo. 8				Mo. 9				Mo. 10				Mo. 11				Mo. 12			
		1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4				
<b>1</b>	<b>Inventory &amp; Preliminary Analysis (2 weeks)</b>																																																
	Kick-off meeting																																																
	Stakeholder interviews																																																
	Regulatory context																																																
	Inventory existing signs/location																																																
	ID user groups, wayfinding challenges																																																
	ID vehicular/ped routes and destinations																																																
	Confirm vehicular & ped sign elements																																																
	Confirm destination & attractions list																																																
<b>2</b>	<b>Concept Design (4 weeks)</b>																																																
	Develop conceptual design options																																																
	Review core messages:City identity, images																																																
	Develop preliminary sign location/conceptual designs																																																
	Revise concepts based on City feedback																																																
	Develop preliminary cost estimates and phasing																																																
	Present revised design concepts &																																																
	Confirm approach for Phase 3																																																
	<i>* Includes City/Stakeholder review of concepts</i>																																																
<b>3</b>	<b>Design Development (4 weeks)</b>																																																
	Revise concepts, and create models of sign elements																																																
	Develop elevations, plans, perspective sketches																																																
	Refine location plans and schedule																																																
	Prepare design development drawings																																																
	Update fabrication/installation costs per plans																																																
	Present final plans for City approval																																																
<b>4</b>	<b>Construction Documents (3 weeks)</b>																																																
	Confirm plan elements, review value engineering																																																
	Prepare final construction documents																																																
	Prepare electronic artwork of signage																																																
	Update fabrication estimates																																																
	Assemble final construction docs package																																																
	Provide list of qualified fabricators																																																
<b>5</b>	<b>Construction Administration (6 months)</b>																																																
	Provide fabricator electronic artwork																																																
	Respond to bidding questions/consultation to fabricator																																																
	Review design revisions, if any, with City team																																																
	Review samples provided by fabricator																																																
	Review installation at substantial completion																																																
	Prepare punch list for City team																																																