

# Belmont Shore Gateway Sign Research Final Report

September 2008

Summary and Conclusions	3
Background and Objectives	4
Methodology	5
Reaction to General Idea/Awareness of Sign Proposal	7
Reaction to Sign Alternatives	8
Appropriateness of Sign Alternatives	9
Preference Between Sign Alternatives	10
Change in Reaction to Idea of Gateway Sign	13
Appendix	14
Stimulus	15
Makeup of Survey Participants	21
Resident Status	22
Data By Ownership and Gender	23
Survey Instrument	27

- Residents of Belmont Shore are generally positive to the idea of a gateway sign.
  - Nearly half (46%) like the idea very much and seven-in-ten like it at least somewhat.
  - One-in-ten dislike the idea.
- The “Wave” design is liked by two-thirds of the residents interviewed and is considered at least somewhat appropriate for Belmont Shore.
  - Four-in-ten say it is very appropriate and three-quarters say it is very or somewhat appropriate.
- The “Sail” design is not well liked and is generally not considered appropriate for Belmont Shore.
  - Nearly half say they dislike the design.
  - Only 18% say it is very appropriate and nearly half say it is not appropriate.
- The “Wave” design is significantly preferred over the “Sail” design.

- The Belmont Shore Parking Advisory Commission has recently proposed erecting gateway signage at either end of the Second Street entrance to Belmont Shore. The South sign would span the westbound lane of Second Street as you enter over the bridge from Naples at Claremont and the North sign would span the eastbound lane of Second Street near the intersection of Livingston (see map on page 6).
- Two alternative designs for this signage have been developed. Copies of the designs are included in the appendix.
- The objective of this research is to:
  - Obtain resident reaction to the idea of a gateway sign for Belmont Shore
  - Determine how well two alternative designs are liked and how appropriate residents rate them for Belmont Shore
  - Determine which of the two alternative designs is more appealing to residents

- A total of 147 in-person interviews were conducted along Second Street in Belmont Shore on the following dates and times:
  - Thursday, September 4<sup>th</sup> from 6:00pm to 8:00pm
  - Friday, September 5<sup>th</sup> from 4:00pm to 6:30pm
  - Saturday, September 6<sup>th</sup> from 10:00am to 12:00pm, 1:00pm to 2:00pm, and 4:00pm to 6:00pm
  - Wednesday, September 10<sup>th</sup> from 6:00pm to 8:00pm
- Trained interviewers approached pedestrians that were walking along or approaching Second Street from side streets and asked for their participation in a brief survey for the City of Long Beach.
- To qualify to take the survey, residents were screened to meet the following requirements:
  - Currently live in the Belmont Shore area (residents were asked to confirm location on a map shown on the following page and interviewers also requested their address)
  - Have lived in Belmont Shore for at least one year
  - Are over the age of 18
- Only one person from any one household was allowed to participate in the survey.
  - Names, addresses and phone numbers were requested and compared in order to prevent duplicate responses.
- Using this methodology, an efficient random sampling of residents was obtained resulting in a representative sample projectable to the total population of Belmont Shore residents.
  - The maximum error range based on 147 interviews is +/- 8%.
- A copy of the survey is included in the Appendix.



- Respondents were asked to confirm where they currently live on the map below. Those that live outside of the blue boundary were not allowed to complete the survey.

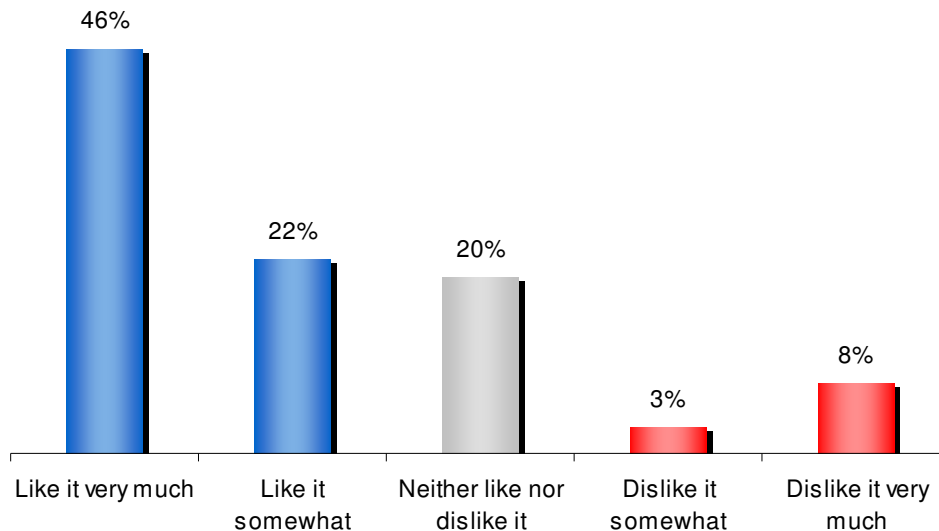


# Reaction to General Idea of Gateway Sign

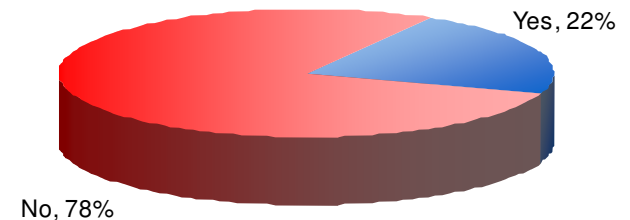
## Awareness of Gateway Sign Proposal

- Reaction to the general idea of a gateway sign for Belmont Shore is positive.
  - Close to 7-in-10 say they like the idea at least somewhat and nearly half (46%) say they like the idea very much.
  - About one-in-ten say they dislike the idea.
- The vast majority of residents were not aware that The City was considering erecting the gateway signs prior to this survey.
  - There is no significant difference in the reaction to the idea between those who were aware The City was considering the signs before taking the survey and those who were not aware.

**Reaction to General Idea**



**Previously Aware City was Considering Signs**

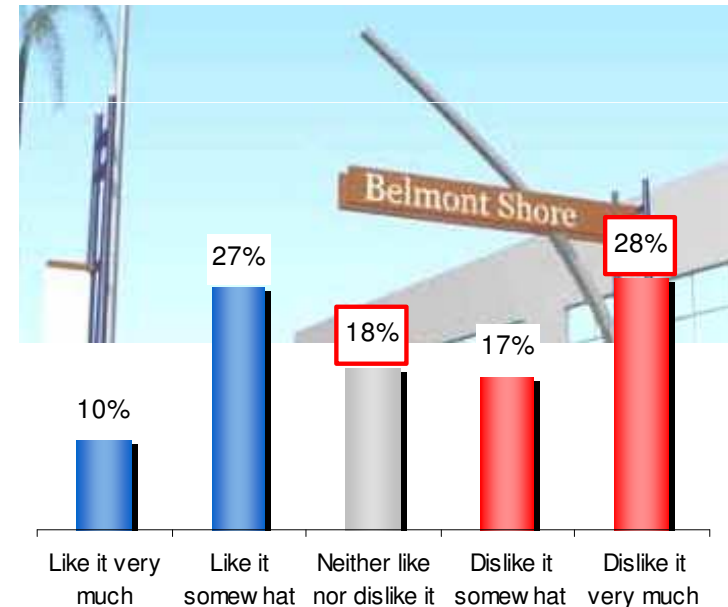
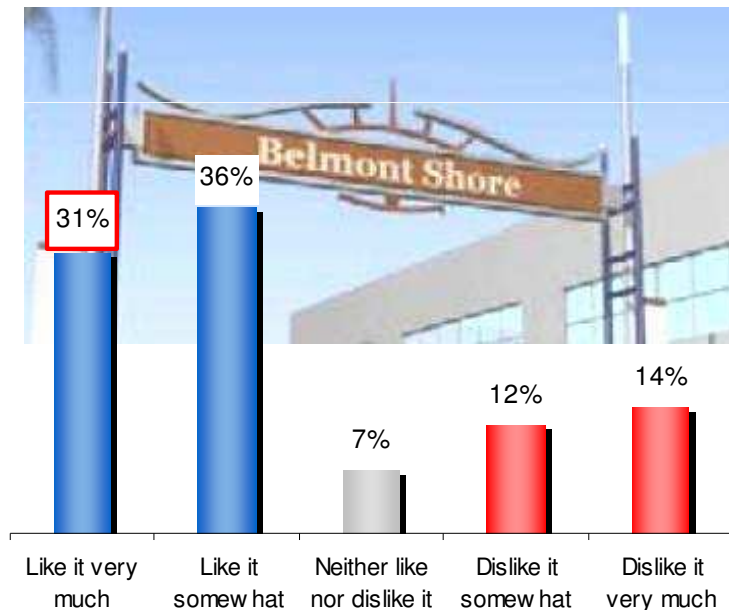


Base: Total = 147

Q.7 Based on this description, how much would you say you like or dislike the general idea of a Belmont Shore Gateway Sign? Would you say you like it very much, like it somewhat, neither like nor dislike it, dislike it somewhat, or dislike it very much?

Q.8 Before today, were you aware that the City of Long Beach was considering a gateway sign for the Belmont Shore area?

- Most residents like the “Wave” design. Nearly one-third (31%) like it very much and two-thirds (67%) like it very much or somewhat.
- The “Sail” design is not liked as well. A little over one-third (37%) say they like it very much or somewhat with nearly half (45%) saying they dislike it.
- The percentage of residents who say they like the “Wave” design is significantly greater than for the “Sail” design.



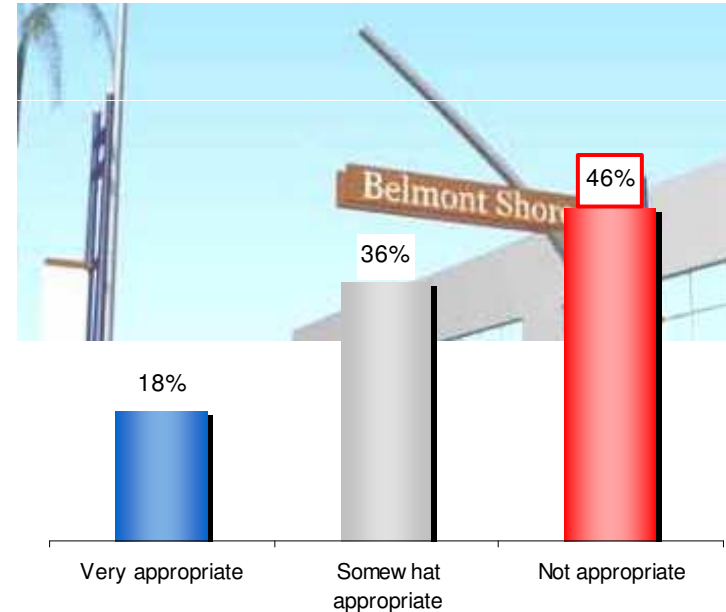
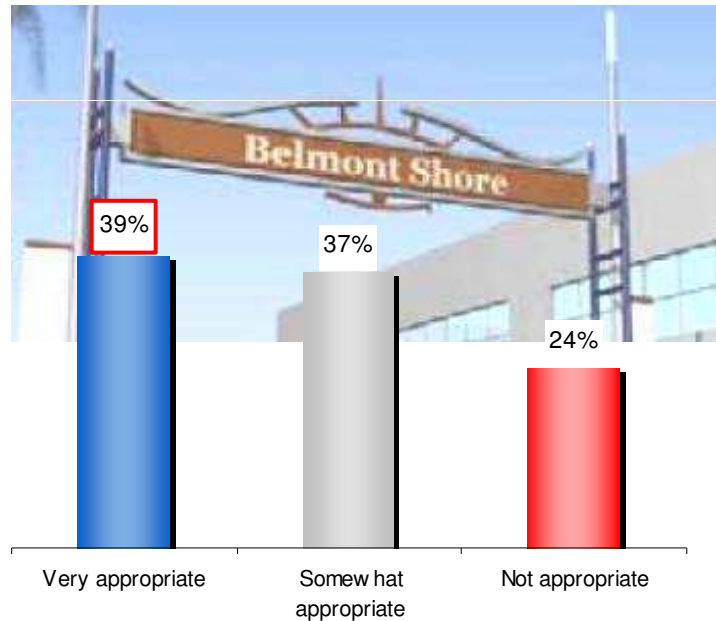
Base: Total = 147

Q.9/11 Based on this image, how much would you say you like or dislike this Belmont Shore Gateway Sign? Would you say you like it very much, like it somewhat, neither like nor dislike it, dislike it somewhat, or dislike it very much?

□ Indicates that percentage is statistically significantly higher than the other sign alternative at the 95% confidence level.



- The “Wave” design is generally rated as appropriate for the Belmont Shore area.
  - Four-in-ten (39%) say it is very appropriate and three-quarters (76%) say it is very or somewhat appropriate.
- The “Sail” design is generally not considered appropriate.
  - Only 18% say it is very appropriate and nearly half (46%) say it is not appropriate.
- The “Wave” design rates significantly better than the “Sail” for being appropriate for Belmont Shore.

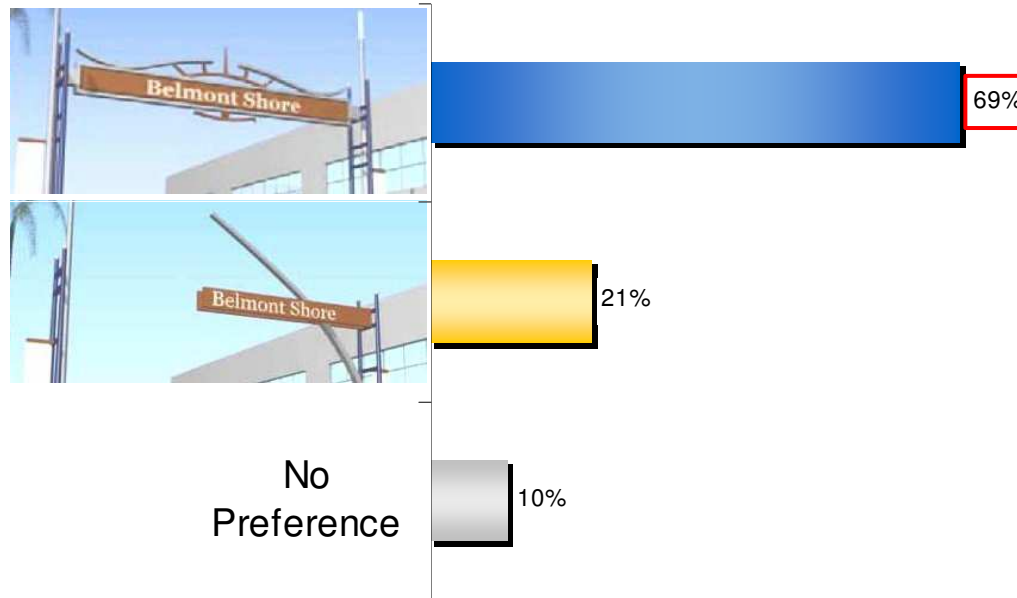


Base: Total = 147

Q.10/12 How appropriate do you think this Gateway Sign is for Belmont Shore? Would you say it's very appropriate, somewhat appropriate, or not appropriate?

□ Indicates that percentage is statistically significantly higher than the other sign alternative at the 95% confidence level.

- The "Wave" design is preferred by significantly more residents than the "Sail" design among all of those surveyed.
  - Over two-thirds (69%) prefer the "Wave" design compared to 21% who prefer the "Sail" design.



Base: Total=147

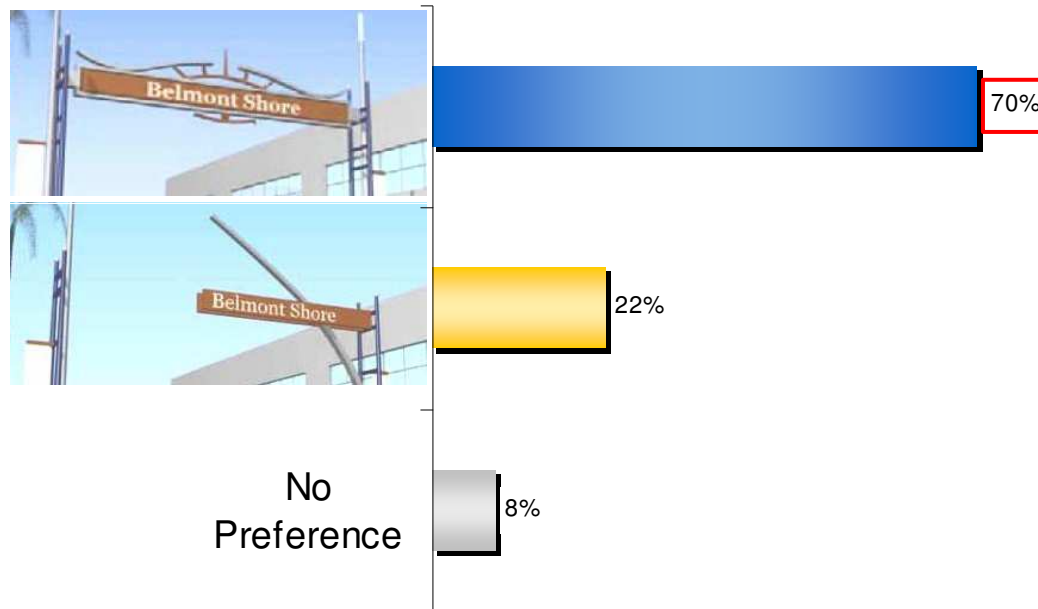
Q.13 Which of these two Belmont Shore Gateway Signs do you prefer overall?

□ Indicates that percentage is statistically significantly higher than the other sign alternative at the 95% confidence level.

# Preference Between Sign Alternatives

Among those who are not negative to the idea of a gateway sign

- Among those residents who are not negative (dislike it somewhat/dislike it very much) to the general idea of having a gateway sign, the "Wave" design is significantly preferred to the "Sail" design.



Base: Not negative to the idea of gateway sign=130

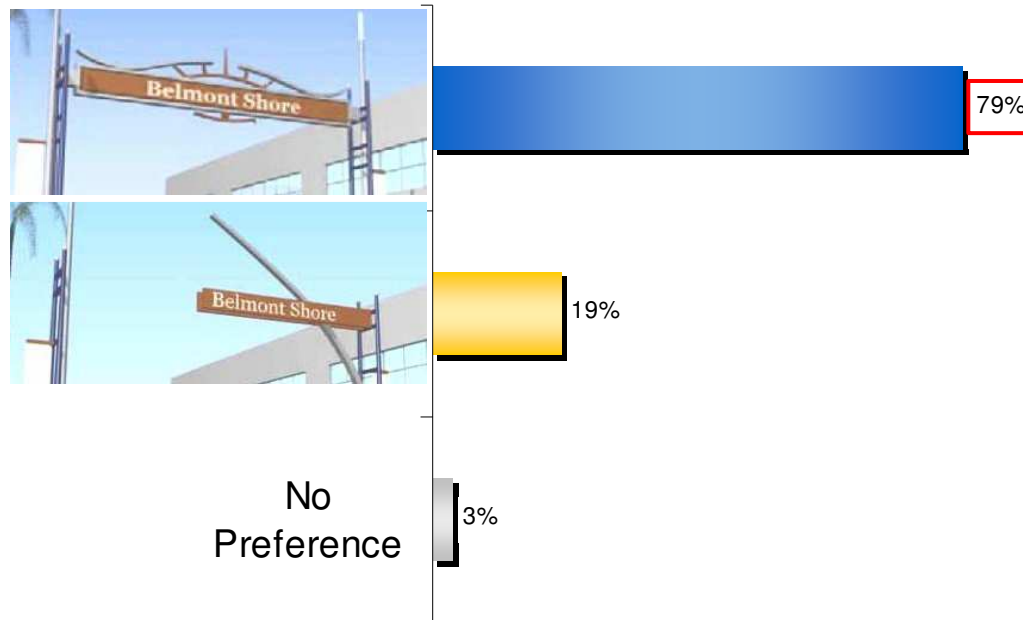
Q.13 Which of these two Belmont Shore Gateway Signs do you prefer overall?

□ Indicates that percentage is statistically significantly higher than the other sign alternative at the 95% confidence level.

# Preference Between Sign Alternatives

Among those who are not negative to the idea of a gateway sign or were negative to the idea, but like the idea more after seeing the sign alternatives

- When looking at those residents who are not negative to the idea of a gateway sign as well as those who were negative to the idea, but felt more favorably about it after seeing the two sign options, preference for the "Wave" design is even stronger.



Base: Not negative to the idea of gateway sign or negative idea to the gateway sign but like the idea more after seeing the alternative sign options =113

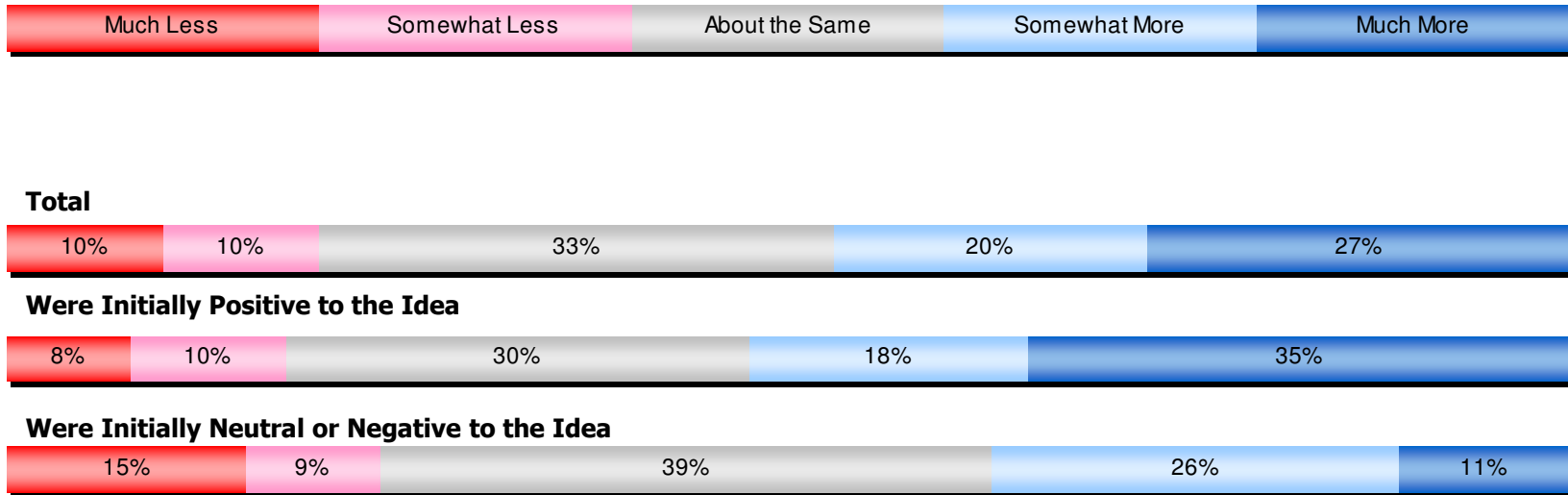
Q.13 Which of these two Belmont Shore Gateway Signs do you prefer overall?

# Change in Reaction to Idea of Gateway Sign

After seeing the possible sign alternatives

- Among all of the residents interviewed, nearly half (47%), like the idea of a Belmont Shore gateway sign more after they were shown the two possible design alternatives.
  - The sign designs did, however, make 20% of these residents feel less favorable to the idea. The vast majority (82%) of those who initially were positive to the idea of a gateway sign, felt the same or were even more positive to the idea after seeing the alternatives.
- Those who were neutral or negative to the idea appear to be somewhat less likely to have changed their opinion after seeing the sign options. Thirty-seven percent like the idea of a gateway sign more after seeing the two alternatives.

## How Much More or Less Like the Idea - After Seeing the Two Alternatives



Base: Total = 147; Initially positive to the idea = 101; Were initially neutral or negative to the idea = 46

Q.14 After seeing these two possible alternatives, would you say you like the idea of a Belmont Shore Gateway Sign much more, somewhat more, about the same, somewhat less, or much less than you did before you saw these two sign ideas?

# Appendix



- During the interview, residents were asked to evaluate the general idea of a Belmont Shore Gateway Sign and then two digital mock-ups of possible sign alternatives.
  - To eliminate any order bias, half of the survey participants were shown one of the sign alternatives first, while the other half were shown the other alternative first.
- The following pages show the general sign description shown to residents to get their reaction to the idea as well as the two sign alternatives.

## Gateway Description

Many business and residential communities install gateway signs at the entrance to their communities. Examples include the Little Italy and Gaslamp districts in San Diego. Such a gateway sign is being considered for installation at the east and west approaches to Belmont Shore. The sign will serve two purposes: 1) to identify Belmont Shore as a unique business and residential community, and 2) to provide a method of displaying banners promoting community events.

The map below shows the proposed locations for the Belmont Shore Gateway Signs.







## Sign W3 ("Wave") - Front

Sign W3

CONCEPTUAL  
DESIGN

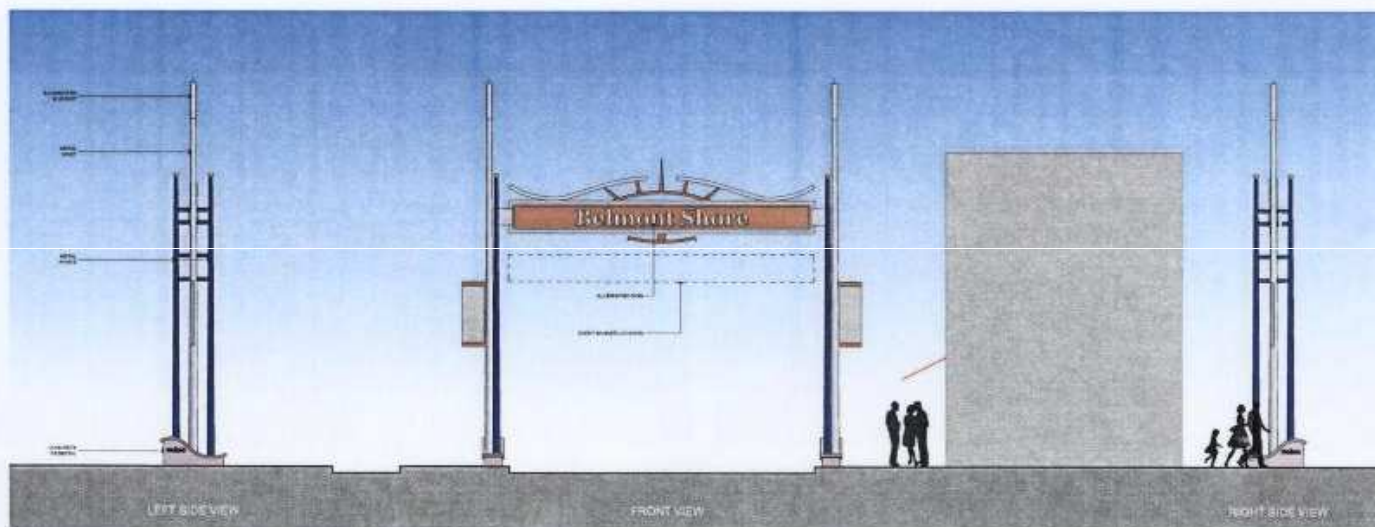


CITY OF LONG BEACH • BELMONT SHORE GATEWAY SIGN

## Sign W3 ("Wave") - Back

Sign W3

CONCEPTUAL  
DESIGN



Height of sign: 21.5 feet

Height of lighted spire: 35 feet

Width: From the curb to the median approximately 30 feet

Illumination: The "Belmont Shore" lettering is backlit. The top of the spire and the base near the support pole are illuminated with soft white glow lighting (LED).



## Sign S7 ("Sail") - Front

Sign S7

CONCEPTUAL  
DESIGN



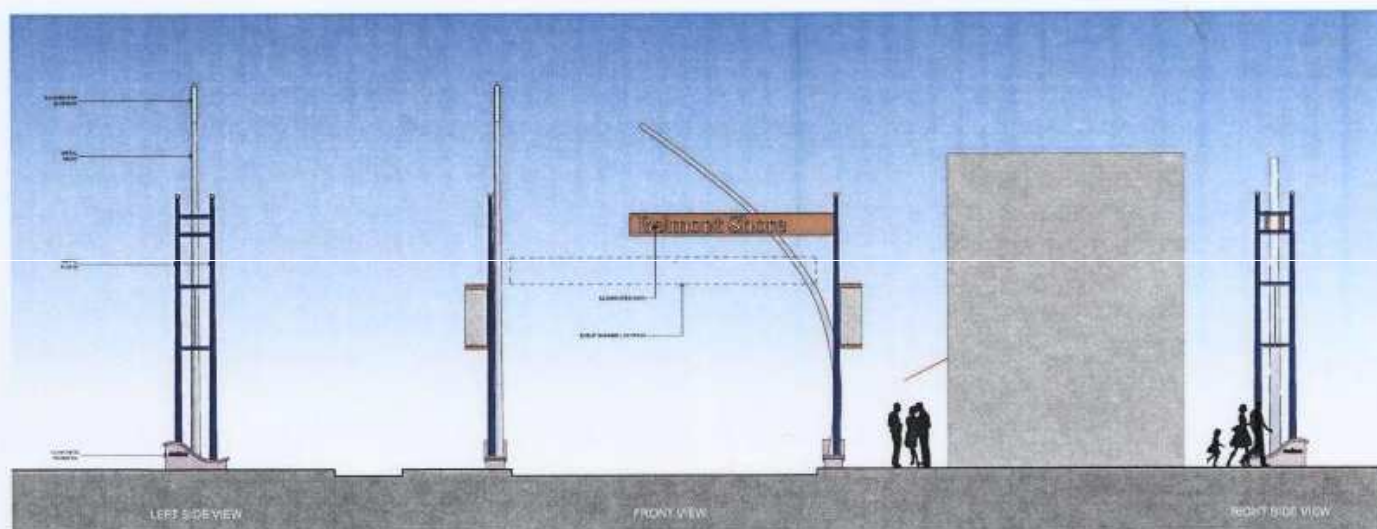
CITY OF LONG BEACH • BELMONT SHORE GATEWAY SIGN



## Sign S7 ("Sail") - Back

Sign S7

CONCEPTUAL  
DESIGN



Height of sign: 21.5 feet

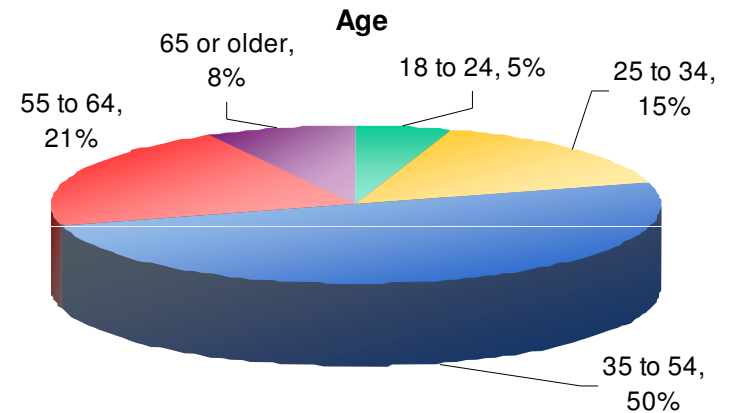
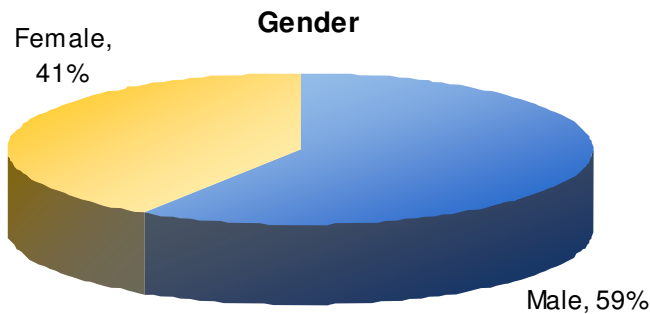
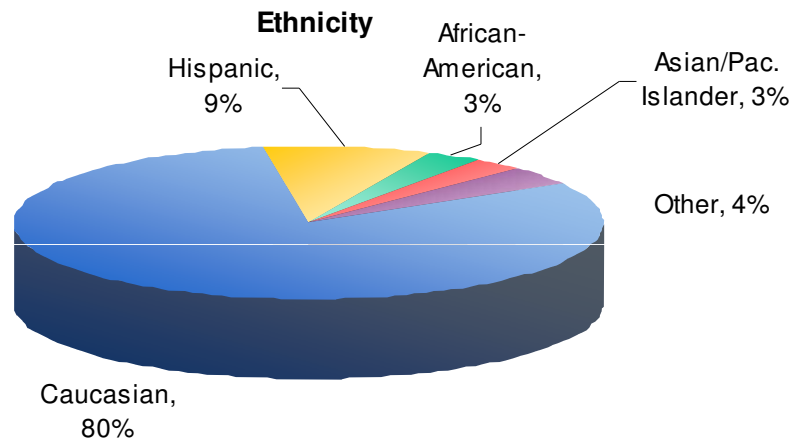
Height of lighted spire: 35 feet

Width: From the curb to the median approximately 30 feet

Illumination: The "Belmont Shore" lettering is backlit. The top of the spire and the base near the support pole are illuminated with soft white glow lighting (LED).

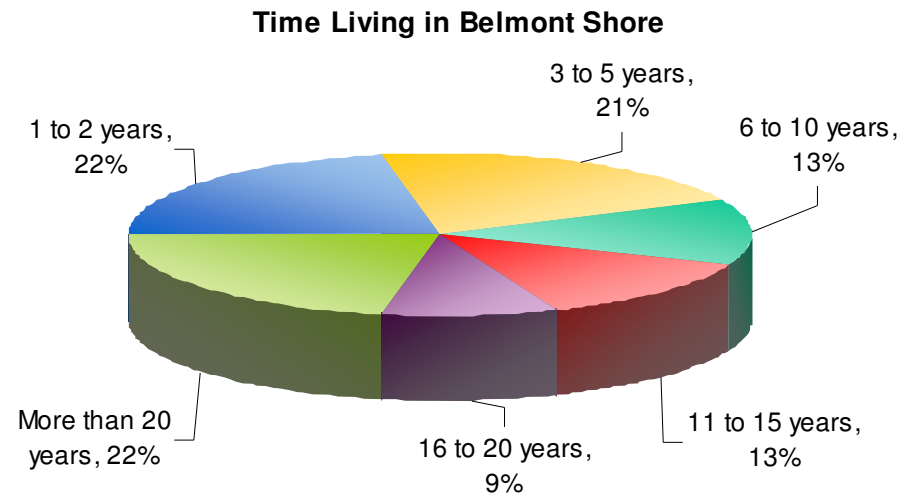
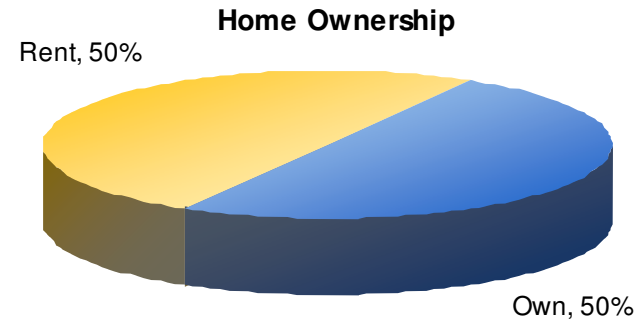
# Makeup of Survey Participants

- Below is the breakdown of the residents who participated in the survey.
  - The majority of survey takers are Caucasians between the age of 35 to 54 (the average age is 47).



- Somewhat more males completed the interviews (59%) than did females.

- Half of those surveyed own their home in Belmont Shore.
- By design, all survey participants have lived in Belmont Shore at least one year.
  - Just over 40% have lived in Belmont Shore between 1 and 5 years, about one quarter for 6 to 15 years, and about 30% for 16 or more years.



- Home owners are even more positive to the idea of a gateway sign than are renters.
- Males and females like the idea equally.

## Q7: Like/Dislike the idea

	Home Ownership		Gender	
	Own	Rent	Male	Female
<i>Base:</i>	[A] 73 (%)	[B] 73 (%)	[C] 86 (%)	[D] 61 (%)
<u>Like it (net)</u>	<u>73</u>	<u>66</u>	<u>66</u>	<u>72</u>
Like it very much	<b>56 B</b>	37	45	48
Like it somewhat	16	<b>29 a</b>	21	25
Neither like nor dislike it	15	23	20	20
<u>Dislike it (net)</u>	<u>12</u>	<u>11</u>	<u>14</u>	<u>8</u>
Dislike it somewhat	4	3	6	0
Dislike it very much	8	8	8	8

## Q.9/Q.11: Reaction to designs

- Although both like the "Wave" design, renters like it somewhat more than do owners.
- There are no statistical differences between males and females.

	Home Ownership		Gender	
	Own	Rent	Male	Female
<i>Base:</i>	[A] 73 (%)	[B] 73 (%)	[C] 86 (%)	[D] 61 (%)
<b>WAVE DESIGN</b>				
<u>Like it (net)</u>	<b>60</b>	<b>74 a</b>	<b>69</b>	<b>64</b>
Like it very much	25	37	31	30
Like it somewhat	36	37	37	34
Neither like nor dislike it	7	8	7	8
<u>Dislike it (net)</u>	<b>33 B</b>	<b>18</b>	<b>24</b>	<b>28</b>
Dislike it somewhat	12	10	14	8
Dislike it very much	<b>21 b</b>	8	10	20
<b>SAIL DESIGN</b>				
<u>Like it (net)</u>	<b>37</b>	<b>38</b>	<b>40</b>	<b>34</b>
Like it very much	12	8	12	8
Like it somewhat	25	30	28	26
Neither like nor dislike it	15	21	16	20
<u>Dislike it (net)</u>	<b>48</b>	<b>41</b>	<b>44</b>	<b>46</b>
Dislike it somewhat	16	18	15	20
Dislike it very much	32	23	29	26



- Although both owners and renters think the “Wave” design is appropriate for Belmont Shore, renters are more likely to say it is appropriate than owners.
- There are no statistical differences between males and females.

## Q.10/Q.12: Appropriateness of designs

	Home Ownership		Gender	
	Own	Rent	Male	Female
	[A]	[B]	[C]	[D]
<i>Base:</i>	73	73	86	61
	(%)	(%)	(%)	(%)
<b>WAVE DESIGN</b>				
<u>Appropriate (net)</u>	<u>70</u>	<b>84 A</b>	<u>77</u>	<u>75</u>
Very appropriate	34	45	41	38
Somewhat appropriate	36	38	36	38
Not appropriate	<b>30 B</b>	16	23	25
<b>SAIL DESIGN</b>				
<u>Appropriate (net)</u>	<u>55</u>	<u>55</u>	<u>53</u>	<u>56</u>
Very appropriate	18	19	20	16
Somewhat appropriate	37	36	34	39
Not appropriate	45	45	47	44

# Data By Ownership and Gender

## Q.13: Preference

- Both owners and renters prefer the "Wave" design over the "Sail" design, although renters' preference is somewhat stronger than owners.

	Home Ownership		Gender	
	Own	Rent	Male	Female
	[A]	[B]	[C]	[D]
<i>Base:</i>	73	73	86	61
	(%)	(%)	(%)	(%)
Wave design	63	<b>77 a</b>	71	67
Sail design	26	16	21	21
No preference	11	7	8	11

## Q14: How much like sign after seeing alternatives

- Nearly half of owners and renters like the idea of a gateway sign more after seeing the design alternatives.
- Males are somewhat more likely to like the general idea more after seeing the designs than are females.

	Home Ownership		Gender	
	Own	Rent	Male	Female
	[A]	[B]	[C]	[D]
<i>Base:</i>	73	73	86	61
	(%)	(%)	(%)	(%)
<u>More (net)</u>	<u>45</u>	<u>51</u>	<b><u>55 D</u></b>	<b><u>38</u></b>
Much more	27	27	30	23
Somewhat more	18	23	24	15
About the same	30	36	31	34
<u>Less (net)</u>	<b><u>25 b</u></b>	<u>14</u>	<u>14</u>	<b><u>28 C</u></b>
Somewhat less	14	5	7	13
Much less	11	8	7	15

Farrand Research  
Belmont Gateway Survey  
FR# 45-005  
Questionnaire FINAL  
09/02/08

Rotation 10-

Hi, I'm from Farrand Research and we are doing a survey on behalf of the City of Long Beach. It will only take four to five minutes of your time, would you be willing to participate? Your opinions are very important to The City and your answers will remain confidential.

1. Have you, or has anyone in your household, answered any questions to a survey on the street here in Belmont Shore in the last day or two?

Yes 11- 1 - SAY: I'm sorry, we are only allowed to interview one person per household for this survey.

No 2 - CONTINUE

2. Do you currently live in the Belmont Shore area?

Yes 12- 1 - CONTINUE

No 2 - SAY: I'm sorry, we are only interviewing people who live in a specific area at this time.

[HAND **BELMONT MAP** TO RESPONDENT]

3. Using this map, could you please point to where you live.

Within boundary 13- 1 - CONTINUE

Outside of boundary 2 - SAY: I'm sorry, we are only interviewing people who live in a specific area at this time.

[TAKE BACK **BELMONT MAP**]

4. How long have you lived in Belmont Shore? (DO NOT READ LIST. MARK ONE ONLY.)

Less than 1 year 14- 1 - SAY: I'm sorry, we are only interviewing people who have lived in this area for more than a year.

1 to 2 years 2

3 to 5 years 3

6 to 10 years 4

11 to 15 years 5

16 to 20 years 6

More than 20 years 7

CONTINUE

5. Which of the following categories includes your age? (READ LIST. MARK ONE ONLY.)

Under 18	15-	1	- SAY: I'm sorry, we are only allowed to interview people who are over 18.
18 to 24		2	CONTINUE
25 to 34		3	
35 to 54		4	
55 to 64		5	
65 or older		6	

6. Do you own or rent where you live? (MARK ONE ONLY.)

Own	16-	1
Rent		2

I would now like you to read a brief description of an idea for Belmont Shore.

[HAND **GATEWAY DESCRIPTION** READ ALONG WITH RESPONDENT]

7. Based on this description, how much would you say you like or dislike the general idea of a Belmont Shore Gateway Sign? Would you say you like it very much, like it somewhat, neither like nor dislike it, dislike it somewhat, or dislike it very much? (MARK ONE ONLY.)

Like it very much	17-	5
Like it somewhat		4
Neither like nor dislike it		3
Dislike it somewhat		2
Dislike it very much		1

[TAKE BACK **GATEWAY DESCRIPTION**]

8. Before today, were you aware that the City of Long Beach was considering a gateway sign for the Belmont Shore area?

Yes	18-	1
No		2

Now, I would like you to look at a computer image of a possible Belmont Shore Gateway Sign.

[HAND CARD **SIGN W3** TO RESPONDENT]

9. Based on this image, how much would you say you like or dislike this Belmont Shore Gateway Sign? Would you say you like it very much, like it somewhat, neither like nor dislike it, dislike it somewhat, or dislike it very much? (MARK ONE ONLY.)

Like it very much	19-	5
Like it somewhat		4
Neither like nor dislike it		3
Dislike it somewhat		2
Dislike it very much		1

10. How appropriate do you think this Gateway Sign is for Belmont Shore? Would you say it's very appropriate, somewhat appropriate, or not appropriate? (MARK ONE ONLY.)

Very appropriate	20-	3
Somewhat appropriate		2
Not appropriate		1

[TAKE BACK CARD **SIGN W3**]

Now, I would like you to look at another computer image of a possible Belmont Shore Gateway Sign.

[HAND CARD **SIGN S7** TO RESPONDENT]

11. Based on this image, how much would you say you like or dislike this Belmont Shore Gateway Sign? Would you say you like it very much, like it somewhat, neither like nor dislike it, dislike it somewhat, or dislike it very much? (MARK ONE ONLY.)

Like it very much	21-	5
Like it somewhat		4
Neither like nor dislike it		3
Dislike it somewhat		2
Dislike it very much		1

12. How appropriate do you think this Gateway Sign is for Belmont Shore? Would you say it's very appropriate, somewhat appropriate, or not appropriate? (MARK ONE ONLY.)

Very appropriate	22-	3
Somewhat appropriate		2
Not appropriate		1

[HAND **BOTH SIGN CARDS** TO RESPONDENT]

13. Which of these two Belmont Shore Gateway Signs do you prefer overall? (MARK ONE ONLY.)

Sign <b>W3</b>	23-	1
Sign <b>S7</b>		2
[DO NOT READ] No Preference		3

[TAKE BACK **BOTH SIGN CARDS**]

14. After seeing these two possible alternatives, would you say you like the idea of a Belmont Shore Gateway Sign much more, somewhat more, about the same, somewhat less, or much less than you did before you saw these two sign ideas? (MARK ONE ONLY.)

Much more	24-	5
Somewhat more		4
About the same		3
Somewhat less		2
Much less		1

15. RECORD ETHNICITY BY OBSERVATION.

Caucasian	25-	1
Hispanic		2
African American		3
Asian/Pacific Islander		4
Other		5

16. RECORD GENDER BY OBSERVATION.

Male	26-	1
Female		2

Could you please provide me with your name, address and, telephone number for verification that it was you who actually took this survey.

Again, this survey is for research purposes only. Your information will not be provided to any third party and your answers to the survey will only be looked at combined with all of the other surveys.

Name:

---

Address:

---

Phone:

---

Thank you very much for your time.

INTERVIEWER: \_\_\_\_\_

DATE AND TIME: \_\_\_\_\_