



City of Long Beach

Office of Robert Garcia
Councilmember, First District

Date: August 3, 2010

To: Honorable Mayor and Members of the City Council

From: Councilmember Robert Garcia, First District *RG*
Councilmember Suja Lowenthal, Second District *SL*

Subject: **Commercial Signage**

Background:

Commercial signs, both temporary and permanent, serve an important function in supporting local businesses. However, their appearance can either enhance or detract from the appearance and therefore the quality of life in a community. Well-made signs of an appropriate size and design can indicate an active, thriving commercial or entertainment district; signs that are made of poor materials, are oversized or are poorly designed send instead a negative message and can contribute to blight.

Currently, there are many signs that clearly do not enhance the appearance of the City and in fact contribute to an appearance of blight.

The City's municipal code should reflect current best practices by providing clear, consistent, aesthetically appropriate standards for both permanent and temporary signs. The City must also consistently enforce these standards.

A review of current signage ordinances and enforcement practices will enable the City to determine what changes, if any, are needed to prevent signage from being a blight in the City, and to encourage signage that presents a positive image to residents, business-owners and visitors.

Recommendation:

Request the City Manager to review current standards for both temporary and permanent commercial signage, and related enforcement practices, and report back to Council, including recommendations for any changes to the municipal code and to enforcement procedures, within 60 days.