




**Date:** April 2, 2013  
**To:** Honorable Mayor Foster and Members of the City Council  
**From:** Gary DeLong, Councilmember, 3<sup>rd</sup> District   
**Subject:** **Helix Electric Sign at Broadway and Nieto Avenue**

---

In the fall of 2012, Helix Electric, Inc. made a financial donation (\$5,000) to the Belmont Heights Community Association toward landscaping of the new center medians on Broadway between Park Avenue and Nieto Avenue.

As recognition for their financial donation, it has been requested that Helix Electric be allowed to place a temporary sign in the Broadway median at Nieto Avenue that reads, "Median Adopted by Helix Electric: Keeping Long Beach Safe and Beautiful." The proposed sign will be placed in the median for 6 months, and the surrounding neighborhood is supportive of this request.

In 1996, the City Council adopted Chapter 16.55 of the Municipal Code "Advertising on Public Property and Facilities" to provide a mechanism to recognize individuals or entities that have in some manner financially sponsored or supported a City activity or event, as has the Helix Company in this instance. In accordance with the policy approved by the City Council at the time that Chapter 16.55 was adopted, City Council approval is required for donations of five thousand dollars (\$5,000) or less in order to grant a permit or enter into a contract or license to provide the donor recognition.

The exact size and placement of the sign in the median will be adjusted to the satisfaction of the City's Traffic Engineer, who will ensure that there are no significant public safety issues associated with the temporary placement of this sign.

**Recommendation**

Authorize the Director of Public Works or appropriate Department Head to issue a temporary occupancy permit for a six (6) month period to construct, install, and display a sign in the center median on Broadway between Park Avenue and Nieto Avenue in recognition of the cash donation made by Helix Electric Inc. toward the improvement of the center median at this location.

This recommended action is made in accordance with the provisions of Long Beach Municipal Code Chapter 16.55, which allows the City to recognize those individuals, or entities that have provided valuable consideration to the City in the form of cash, equipment, supplies or services.

April 2, 2013

Page 2

**Fiscal Impact**

There is no fiscal impact.