CITY OF LONG BEACH

SIGNAGE AND WAYFINDING

18 APRIL 2017

SELBERT PERKINS DESIGN

selbert perkins design collaborative

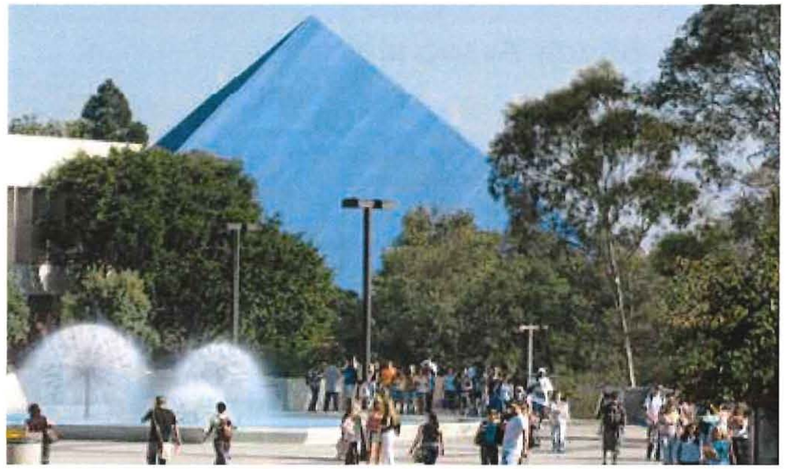
432 Culver Boulevard, Playa Del Rey, CA 90293

T 310 822 5223 **W** selbertperkins.com

Goals

- Enhance the City's identity with updated Entry Monuments at key city entry locations.
- Promote access to parking through a unified visual language for Parking Signage.
- Strengthen wayfinding to key destinations through a consistent Wayfinding Signage program in downtown and coastal areas.
- Identify and eliminate problems with existing signage, including information gaps, confusion, redundancy and sign clutter.

CITY ENTRANCES



PARKING

COASTAL ACCESS

PUBLIC OUTREACH

300
INTERVIEWS

COMMUNITY GROUPS

BUSINESS ASSOCIATIONS

BUSINESS GROUPS

NEIGHBORHOOD GROUPS

INDIVIDUALS

STAKEHOLDER MEETINGS

Pedal Movement
EMPACT Long Beach
Pedal Love
Cali Bike Tours
Bicycle Ambassador
LB Grunion Swim Club
McCormick Divers
LB Shore Swim
Shore Aquatics
Lakewood Aquatics
Gondola Getaway
Beach Front Vendor
Surfrider Foundation Long Beach
LB Convention & Visitors Bureau
Chamber of Commerce
LB Convention & Entertainment Center
Queen Mary
Hotels - Renaissance, Hyatt, Hilton, Westin, Maya

The Marina
Downtown Long Beach Associates
East Village Association
Historic Old Pine Association
Council of Business Associations (COBA)
The Pike
Shoreline Village
Downtown Residential Council
West End Community Association
Wilmore City Heritage Association
Promenade Area Residents Association
Ocean Residents Community Association
Belmont Heights Community Association
Belmont Shores Residents Association
Bluff Heights Community Association
Bluff Park Neighborhood Association
East Village Arts District

SEPT. 2016

757
RESPONSES

92% RESIDENTS

6% COMMUTERS

2% TOURISTS

FRIENDLY
VIBRANT
CASUAL
RELAXED
UNIQUE NEIGHBORHOODS
CREATIVE
DIVERSE
WATERFRONT
ECLECTIC
INCLUSIVE
SMALL TOWN FEEL
PROGRESSIVE
ACTIVE

CITY SLOGANS

THE INTERNATIONAL CITY

THE GATEWAY TO THE PACIFIC

MANY UNIQUE NEIGHBORHOODS, ONE GREAT CITY

THE AQUATICS CAPITAL OF AMERICA

WHERE THE GOING IS EASY

THE BIKE FRIENDLY CITY

RECOMMENDATIONS

Do not reference City Slogans on new signs.

1. City Slogans can become outdated quickly, and signs last for decades.

2. A City Slogan can be integrated with City Advertising, promotions, merchandise, and visitor information.

3. Long Beach is very diverse, and City Slogans can be interpreted differently by residents and visitors.

Entrance Locations & Existing Signage

Sign Counts:

19 - Existing Signs

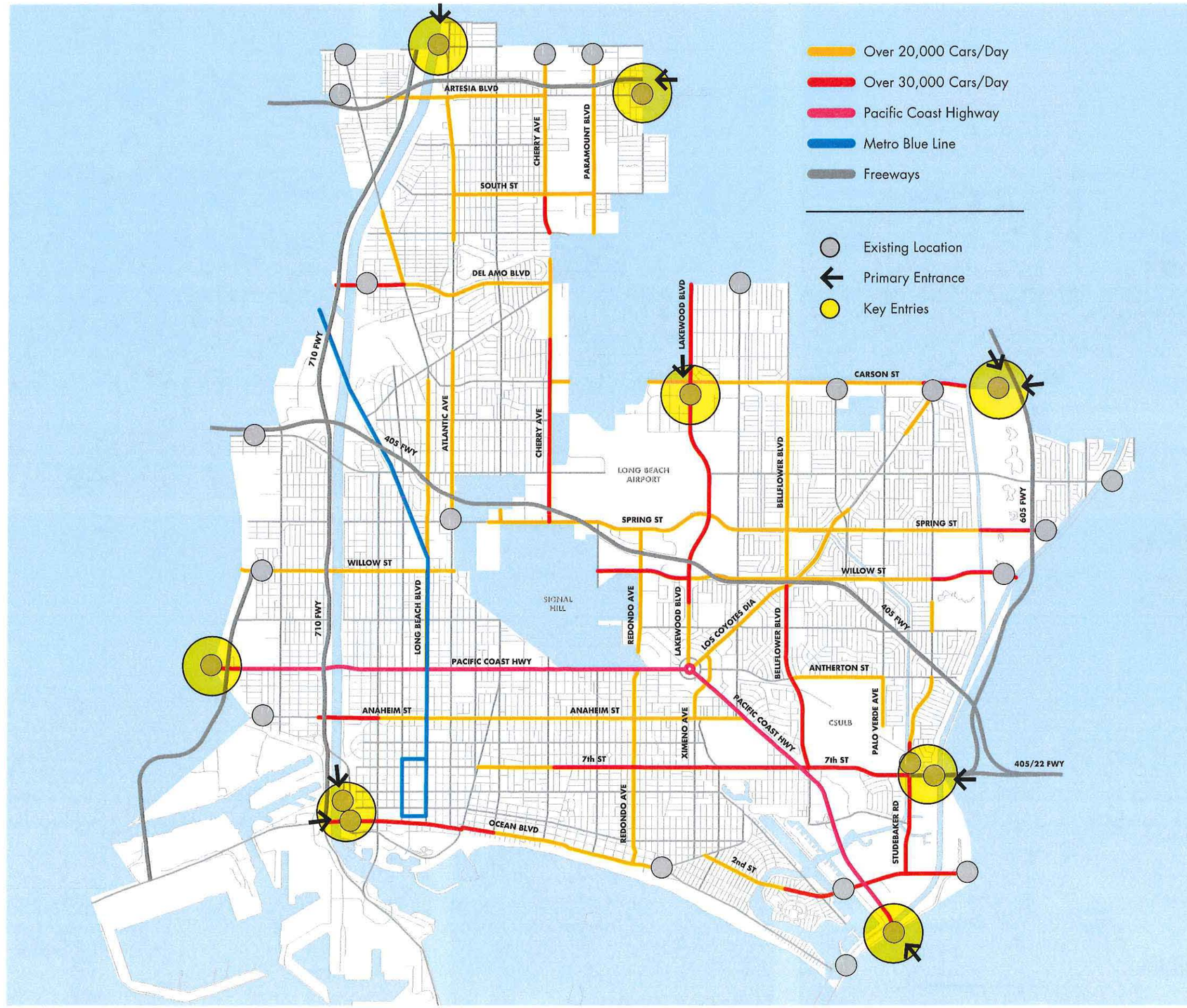
9 - City Suggested Additions

40 - Vehicle Direction Signs

26 - Vehicle Direction Signs with Parking

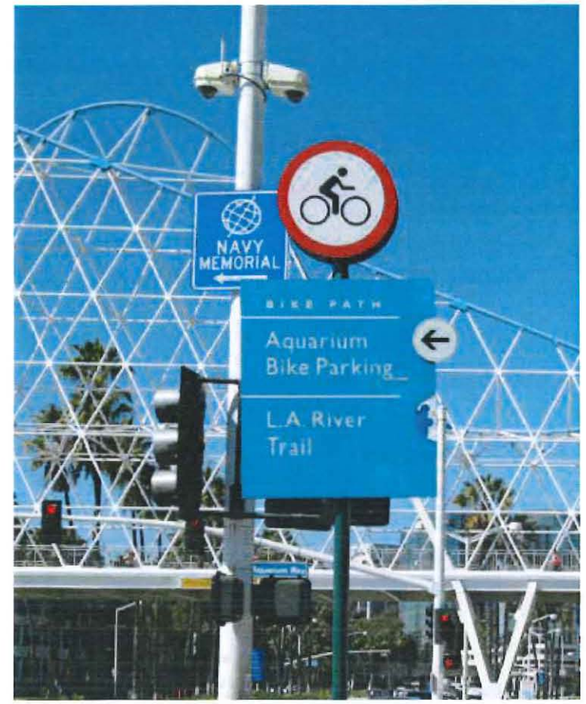
27 - Pedestrian Signs

44 - Pedestrian Map Signs



PINE AVENUE DISTRICT

Horses and Dragons
DOWNTOWN
MoLAA P
East Village
Pine Avenue
Queen Mary
Cruise Ships
Civic Center
NO STOPPING ANY TIME

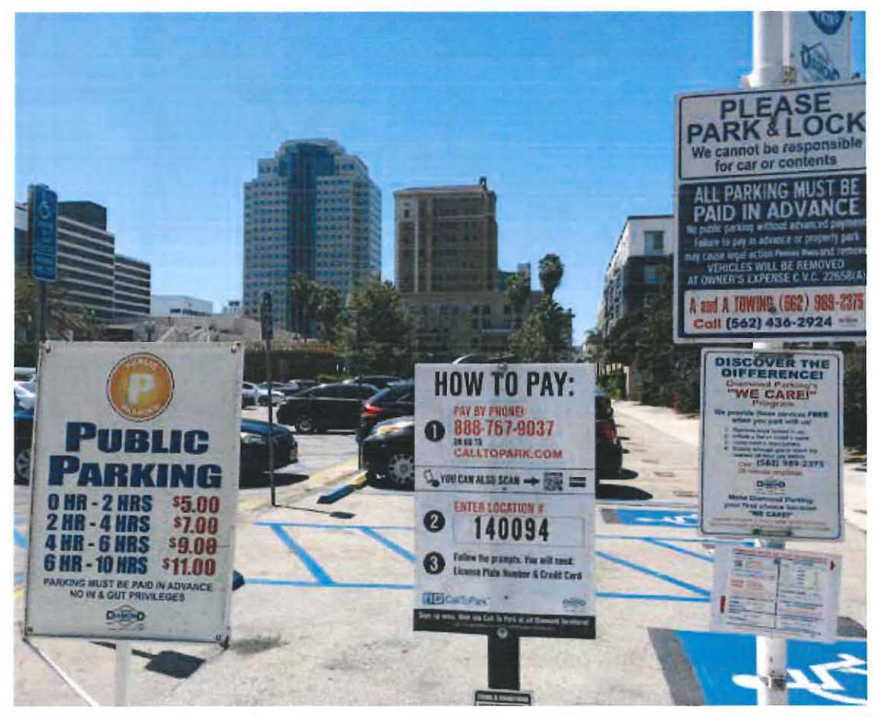

NAVY MEMORIAL
BIKE PATH
Aquarium
Bike Parking
L.A. River
Trail

LONG BEACH
THE AQUATIC CAPITAL OF AMERICA

LongBeach

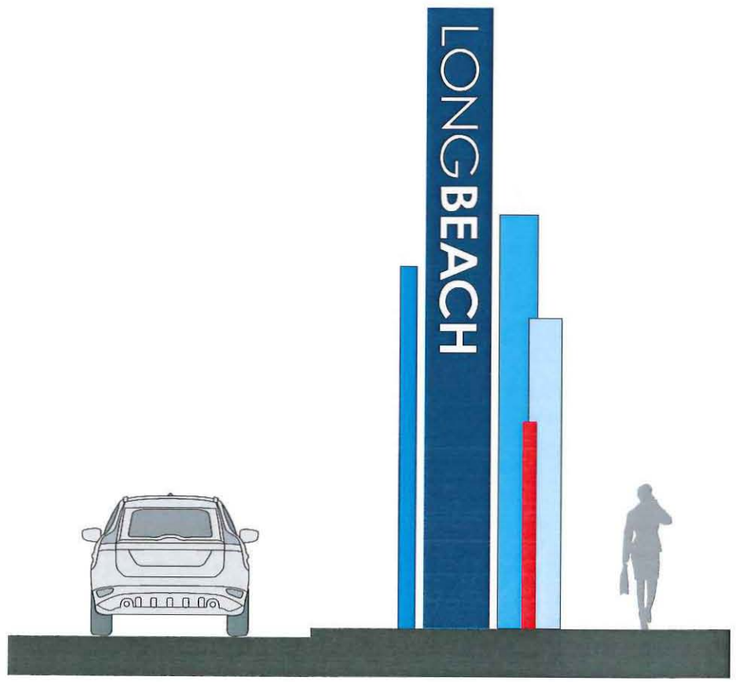
Arena
Convention Ctr
Shoreline Village
The Pike
Aquarium
Queen Mary

Downtown by Bike
MEET UP BY BIKE
LBPD
PINE AVENUE DISTRICT
Transit Mall
Bikestation
Convention Ctr
Arena
Pine Sq Theatres
CityPlace
Restaurants/Retail


PLEASE PARK & LOCK
We cannot be responsible for car or contents
ALL PARKING MUST BE PAID IN ADVANCE
VEHICLES WILL BE REMOVED AT OWNER'S EXPENSE
A and A TOWING (562) 989-2375
Call (562) 436-2924
PUBLIC PARKING
0 HR - 2 HRS $5.00
2 HR - 4 HRS $7.00
4 HR - 6 HRS $9.00
6 HR - 10 HRS $11.00
PARKING MUST BE PAID IN ADVANCE
NO IN & OUT PRIVILEGES
HOW TO PAY:
PAY BY PHONE:
888-767-9037
CALLTOPARK.COM
YOU CAN ALSO SCAN
ENTER LOCATION #
140094
DISCOVER THE DIFFERENCE!
"WE CARE!"

LongBeach

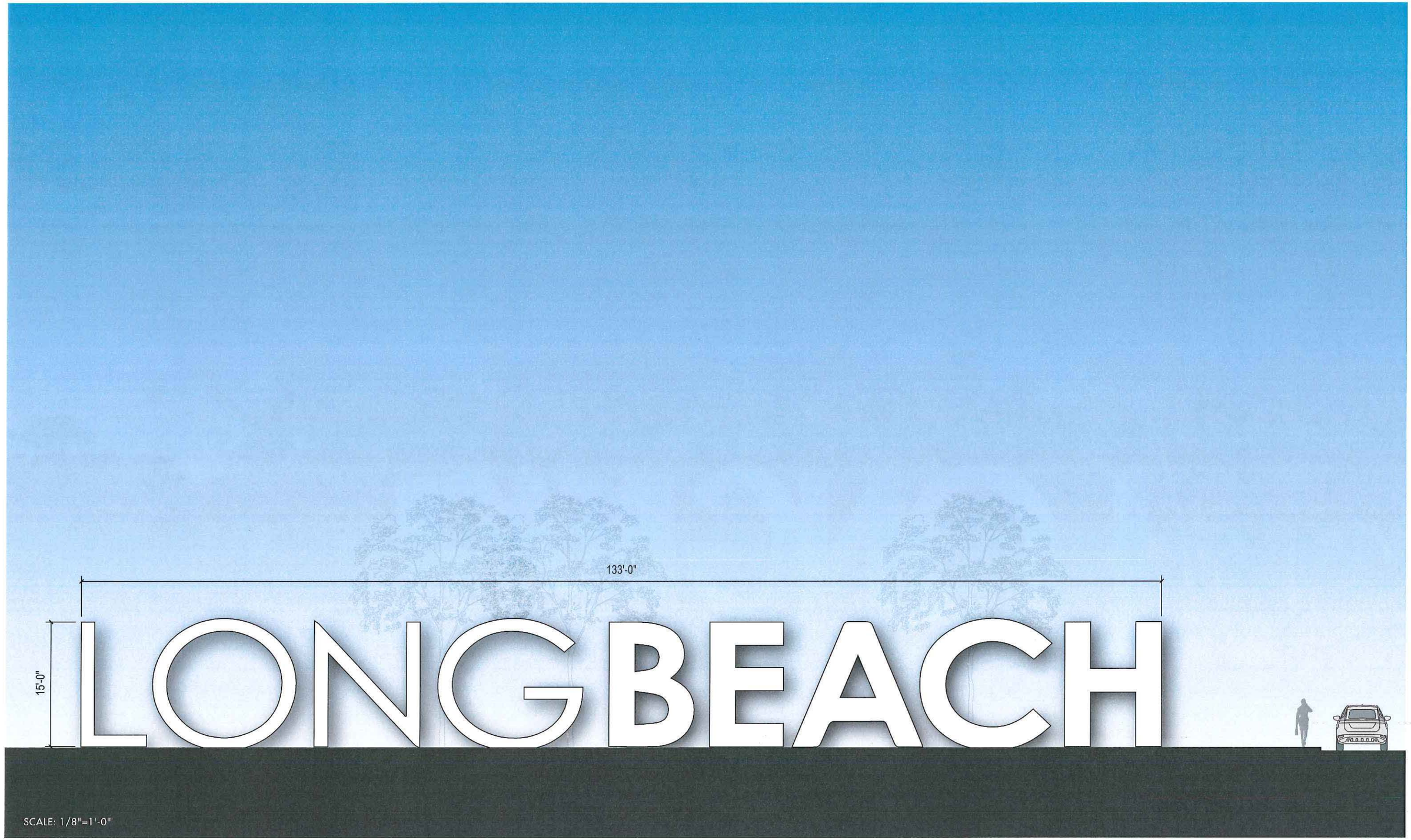
GATEWAY SIGNS



VERTICAL GATEWAY

MONUMENT GATEWAY

SIGNATURE GATEWAY



SELBERT PERKINS DESIGN

PROJECT
CITY OF LONG BEACH
SIGNAGE & WAYFINDING

DATE
APRIL 18, 2017

TITLE
SIGNATURE GATEWAY

SELBERT PERKINS DESIGN

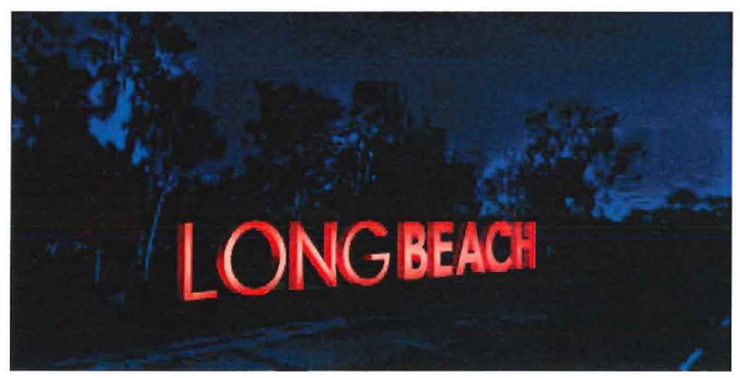
PROJECT
CITY OF LONG BEACH
SIGNAGE & WAYFINDING

DATE
APRIL 18, 2017

TITLE
SIGNATURE GATEWAY

LONG BEACH

LONG BEACH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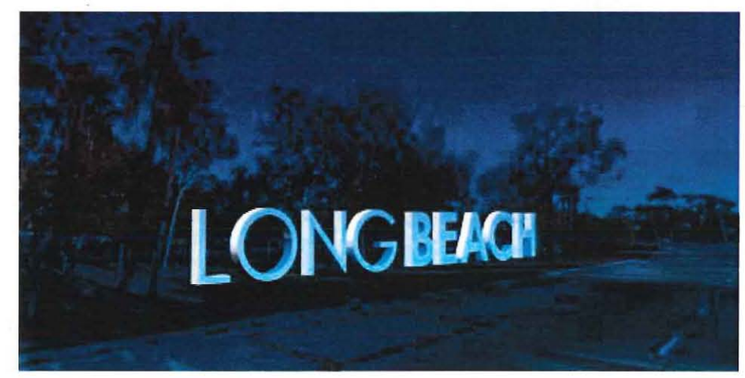
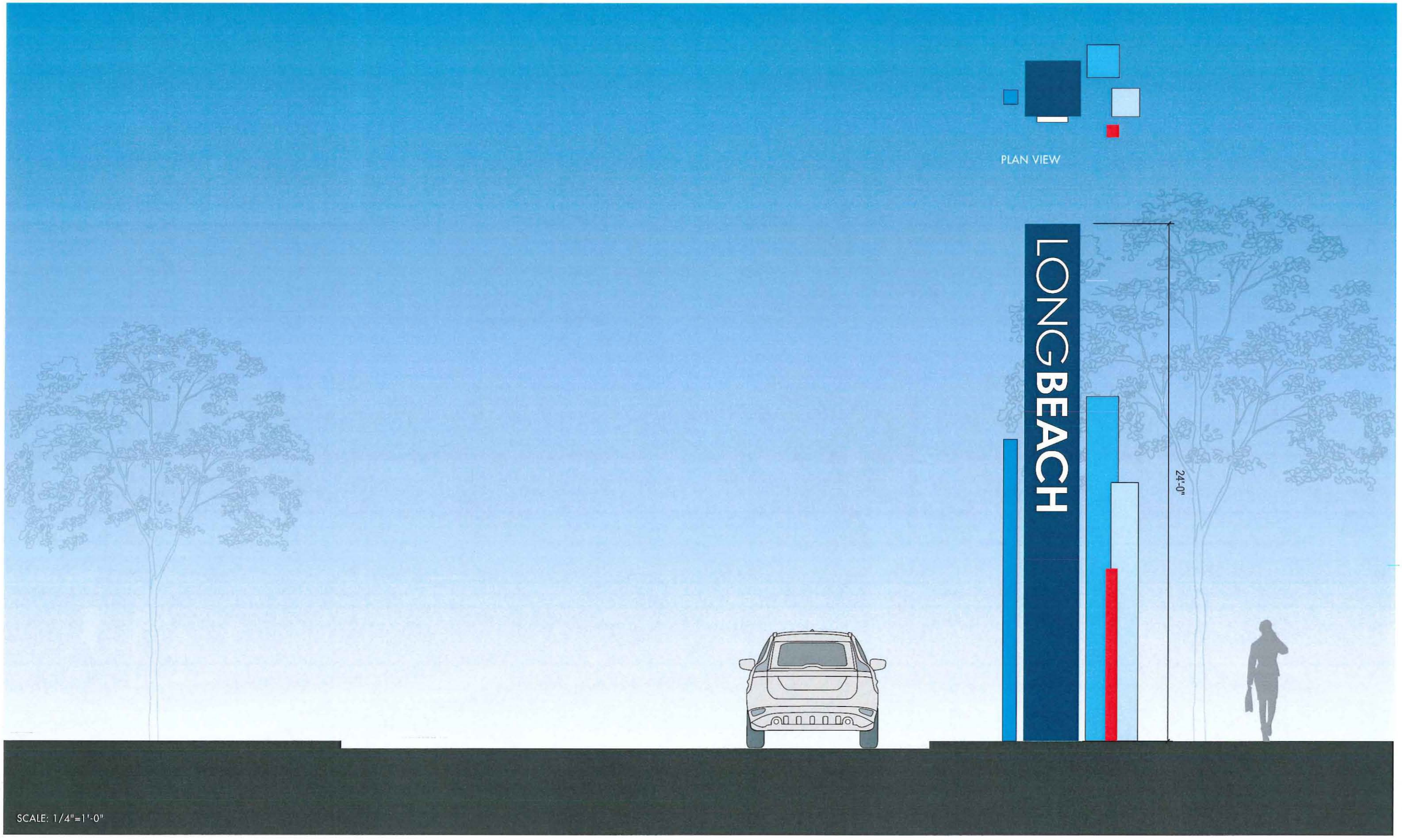

LONG BEACH

SELBERT PERKINS DESIGN

PROJECT
CITY OF LONG BEACH
SIGNAGE & WAYFINDING

DATE
APRIL 18, 2017

TITLE
GATEWAY @ 7th & STUDEBAKER



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CITY OF LONG BEACH
SIGNAGE & WAYFINDING

DATE
APRIL 18, 2017

TITLE
VERTICAL GATEWAY

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SIGNAGE & WAYFINDING

DATE
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TITLE
VERTICAL GATEWAY @ ARTESIA BLVD.

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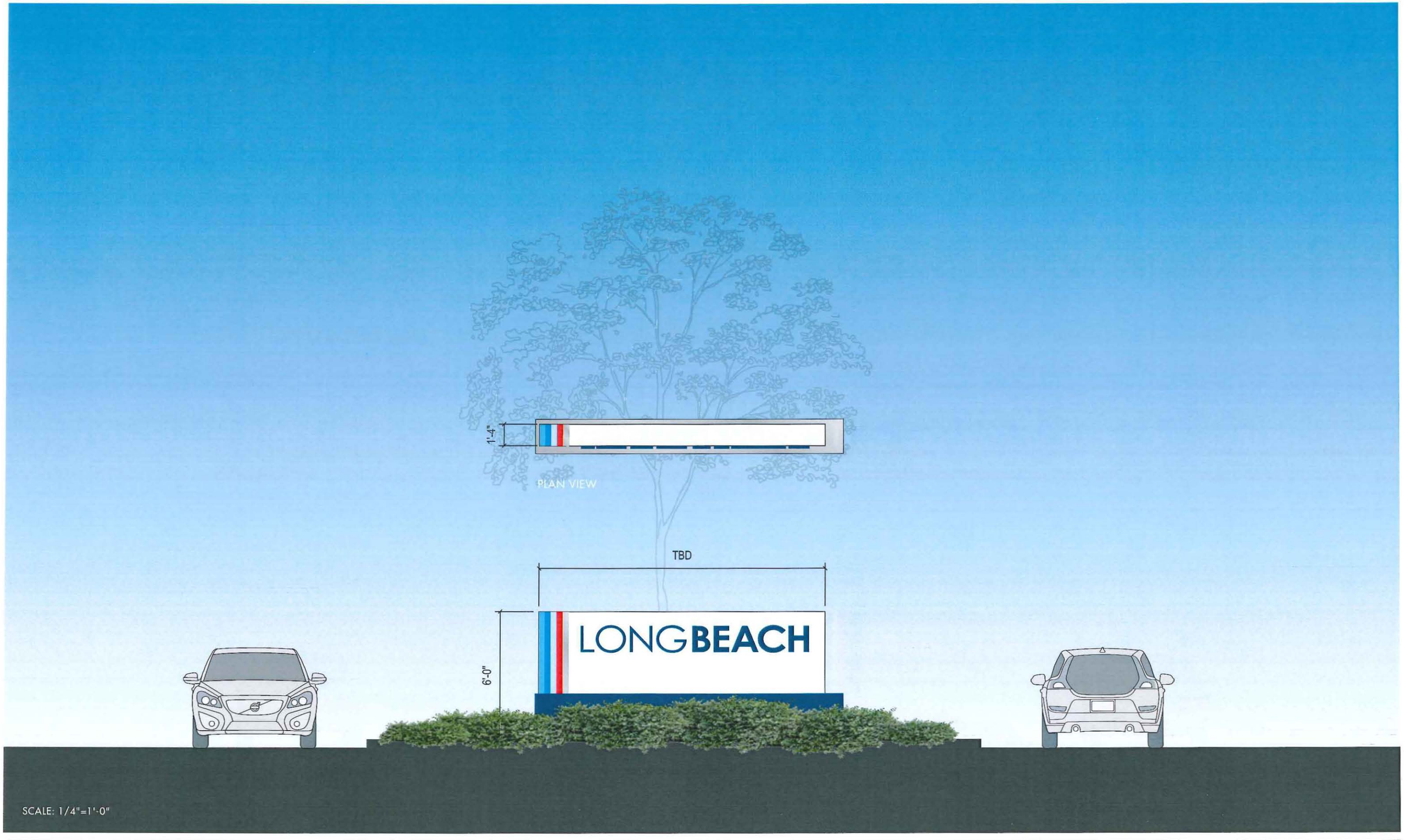
SIGNAGE & WAYFINDING

DATE
APRIL 18, 2017

TITLE
MONUMENT GATEWAY



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SIGNAGE & WAYFINDING

DATE
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TITLE
MONUMENT GATEWAY COLOR OPTION

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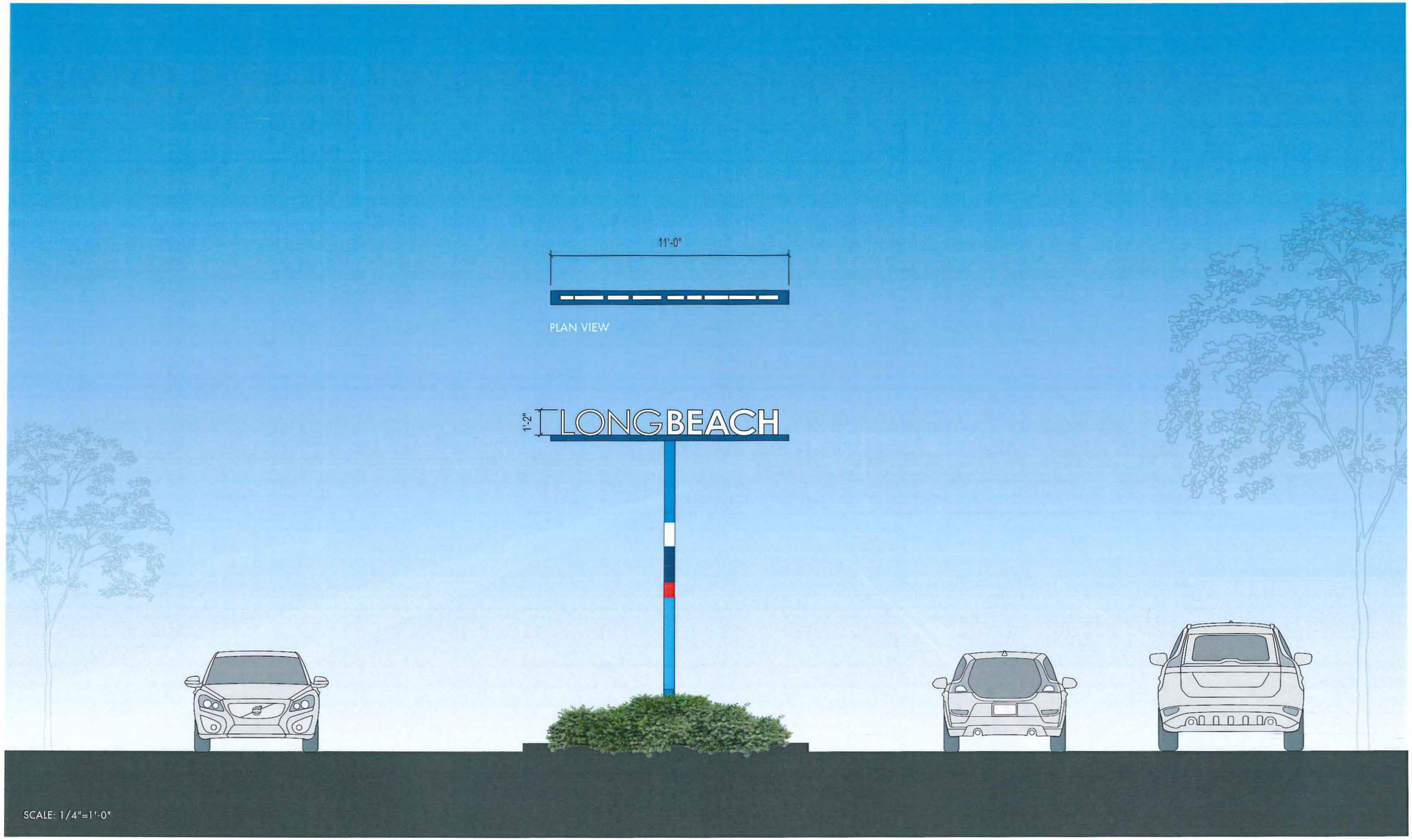
DATE
APRIL 18, 2017

TITLE
MONUMENT GATEWAY @ E. CARSON ST.



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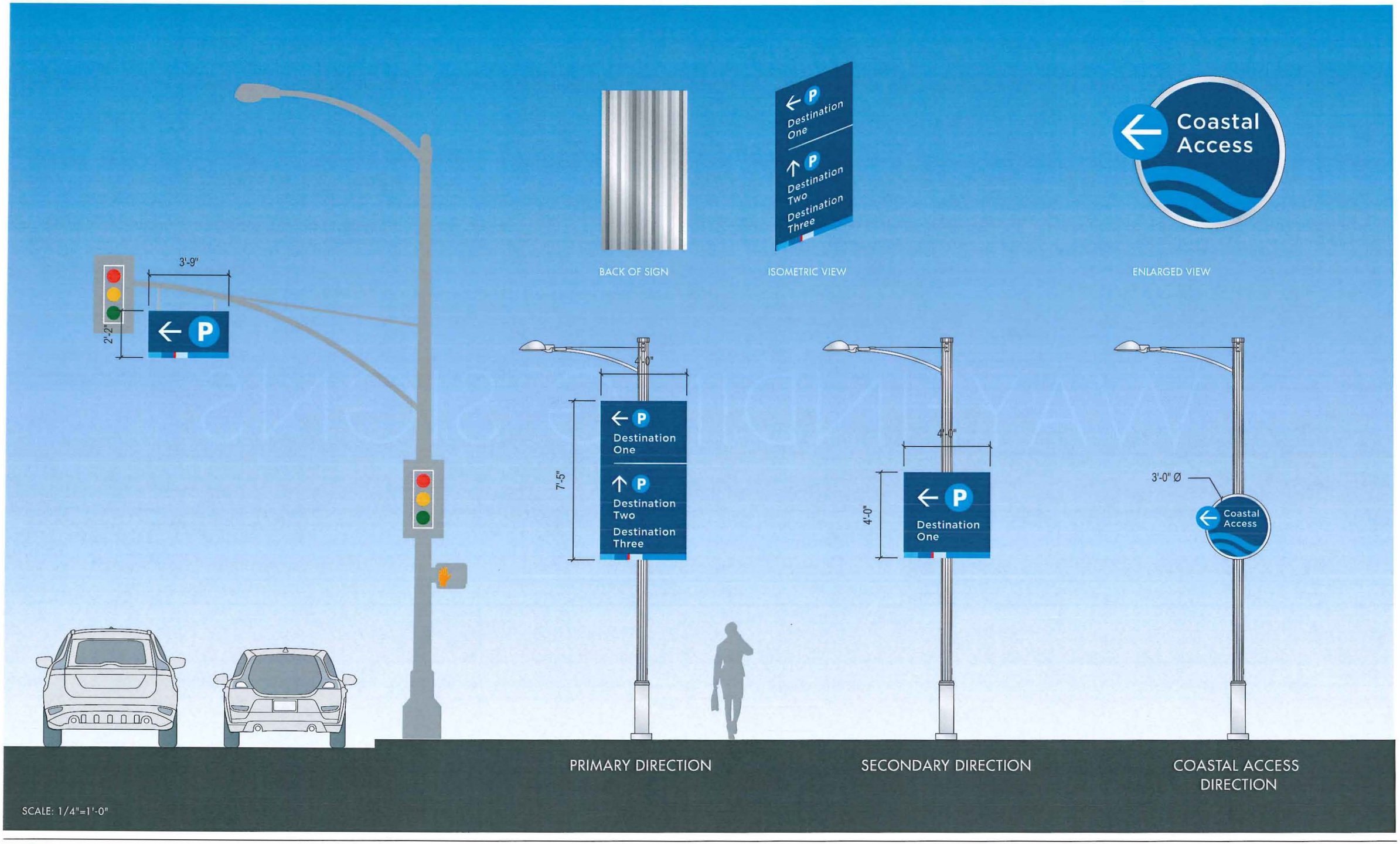
SIGNAGE & WAYFINDING

DATE
APRIL 18, 2017

TITLE
POLE MONUMENT SIGN

WAYFINDING SIGNS



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SIGNAGE & WAYFINDING

DATE
APRIL 18, 2017

TITLE
WAYFINDING SIGN FAMILY

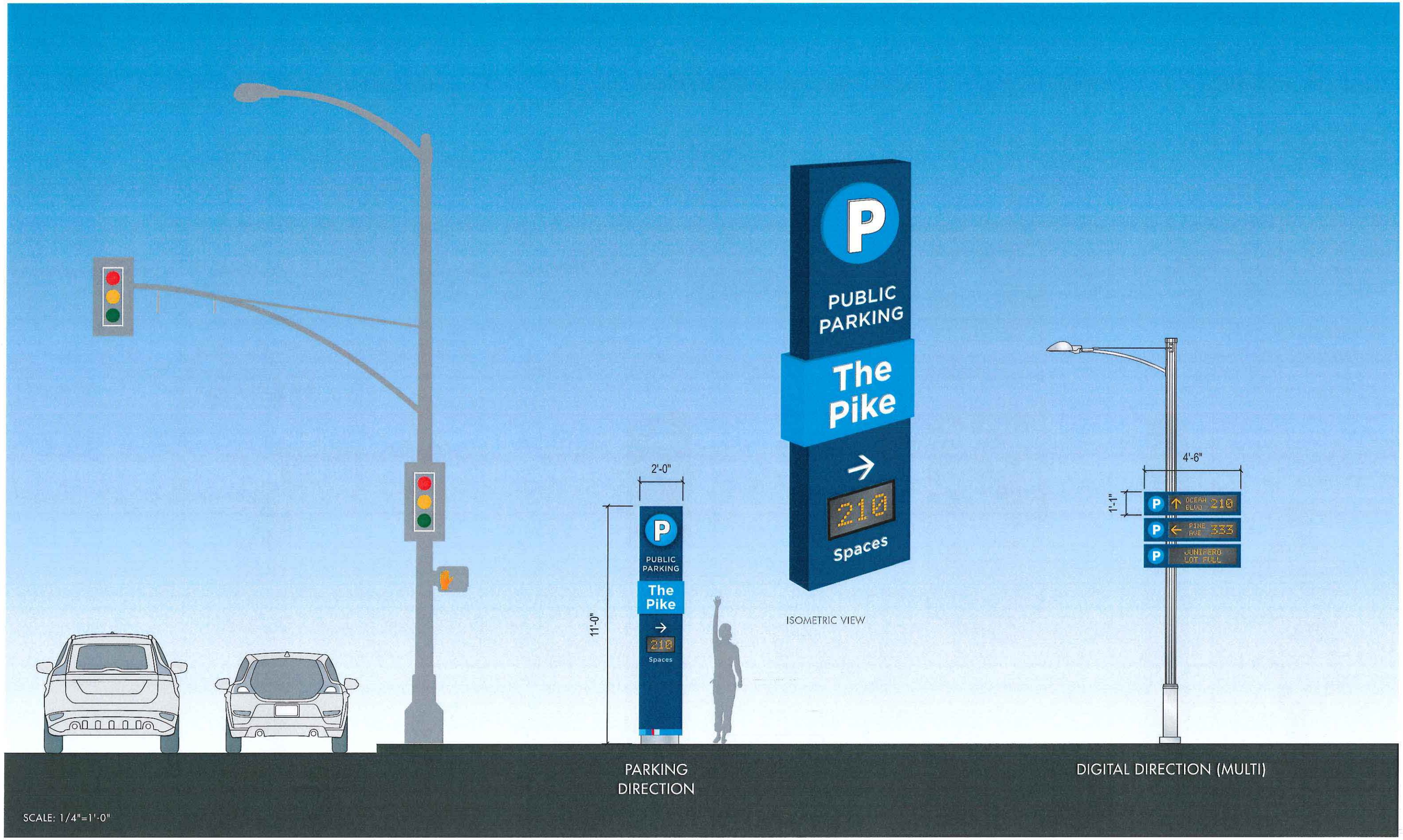
SELBERT PERKINS DESIGN

PROJECT
CITY OF LONG BEACH
SIGNAGE & WAYFINDING

DATE
APRIL 18, 2017

TITLE
WAYFINDING SIGN FAMILY STREET VIEW

WELCOME TO LONGBEACH
Queen Mary
Cruise Ships
South Waterfront
Golden Shore
Catalina Landing
RV Campground
EXIT ONLY
W. Shoreline
Broadway



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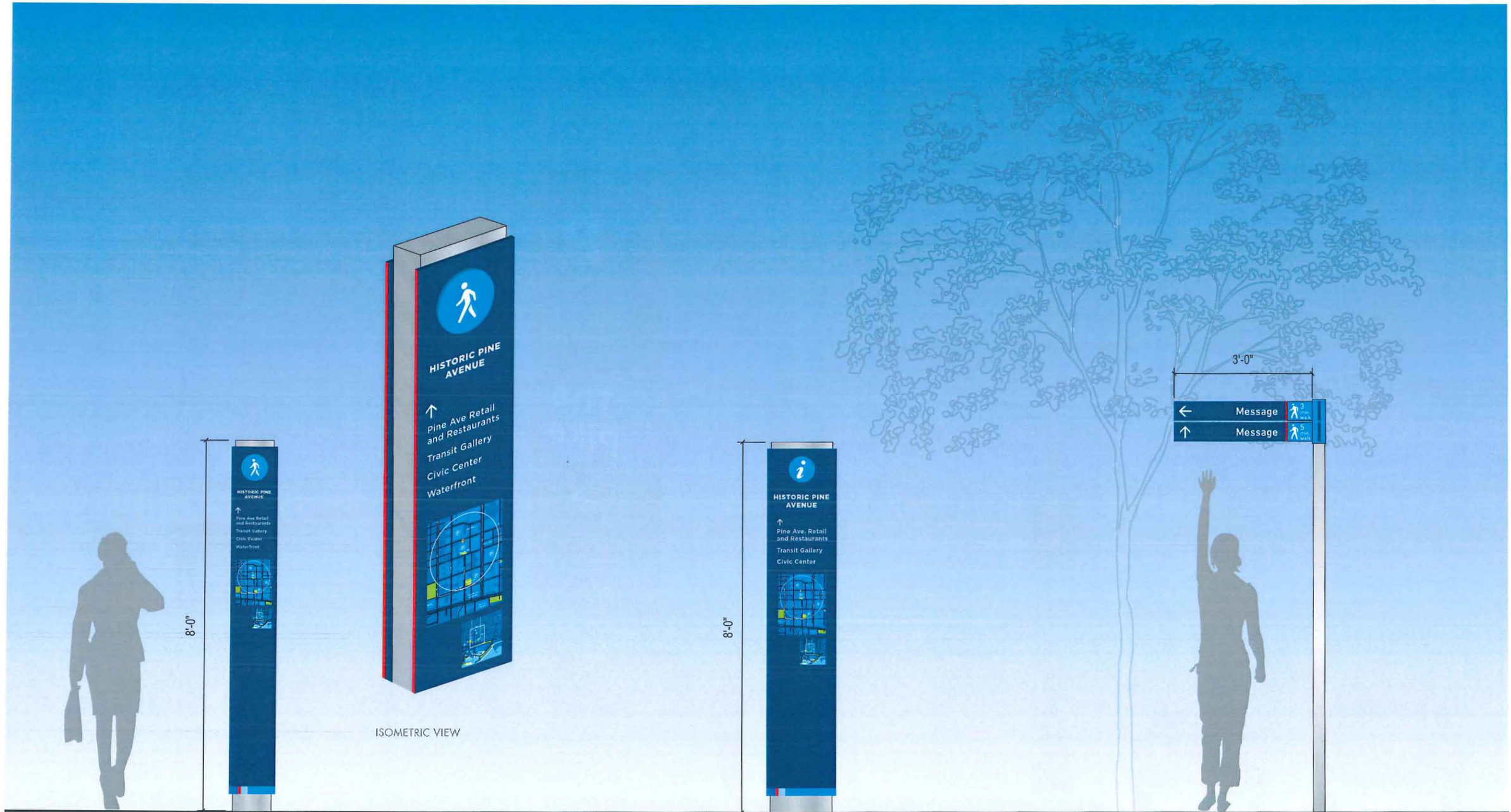
PROJECT
CITY OF LONG BEACH
SIGNAGE & WAYFINDING

DATE
APRIL 18, 2017

TITLE
PARKING SIGN FAMILY



PEDESTRIAN DIRECTION

PEDESTRIAN DIRECTION & DIRECTORY

PEDESTRIAN DIRECTIONAL

SCALE: 1/2"=1'-0"

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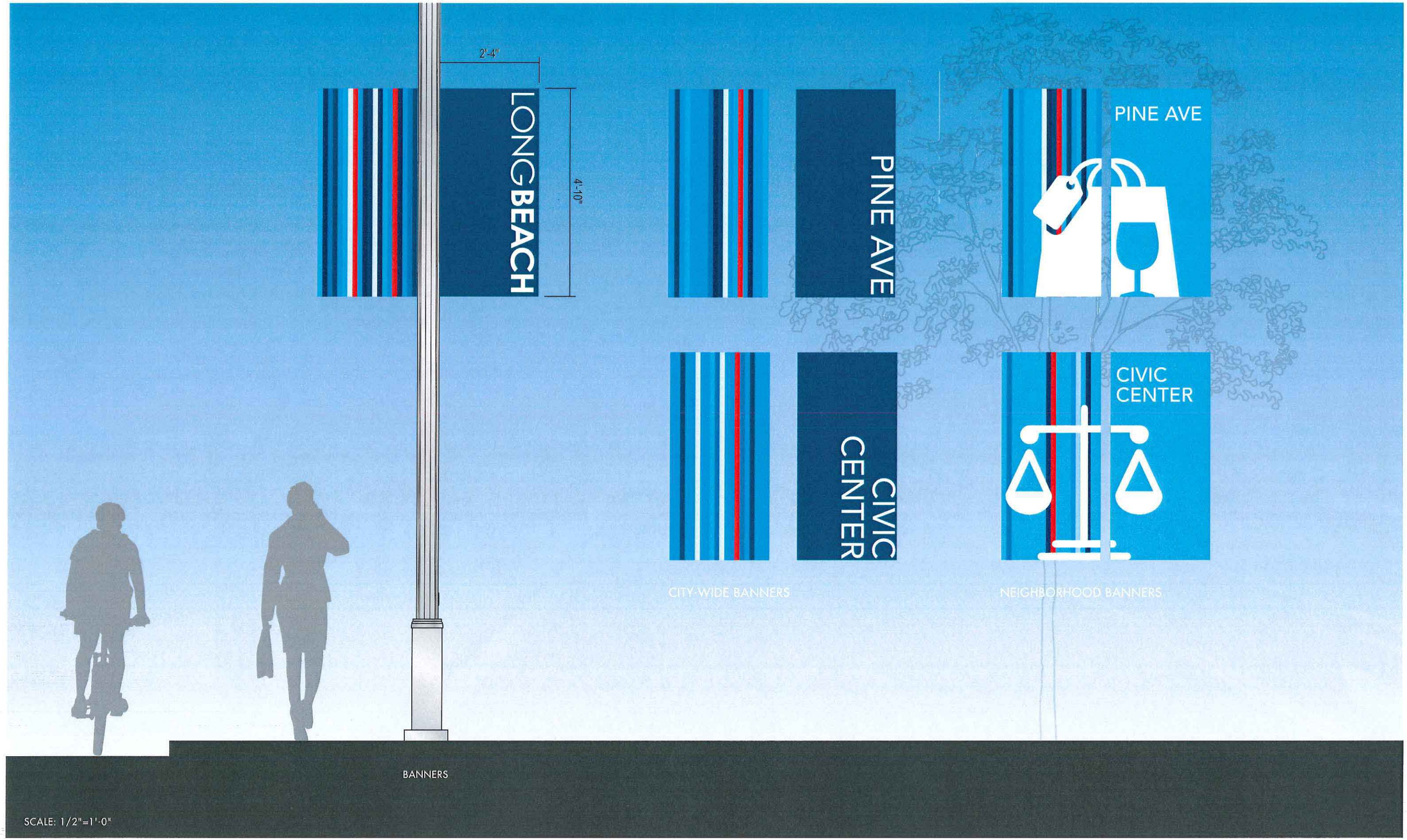
PROJECT
CITY OF LONG BEACH
SIGNAGE & WAYFINDING

DATE
APRIL 18, 2017

TITLE
PEDESTRIAN SIGN FAMILY



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PROJECT
CITY OF LONG BEACH
SIGNAGE & WAYFINDING

DATE
APRIL 18, 2017

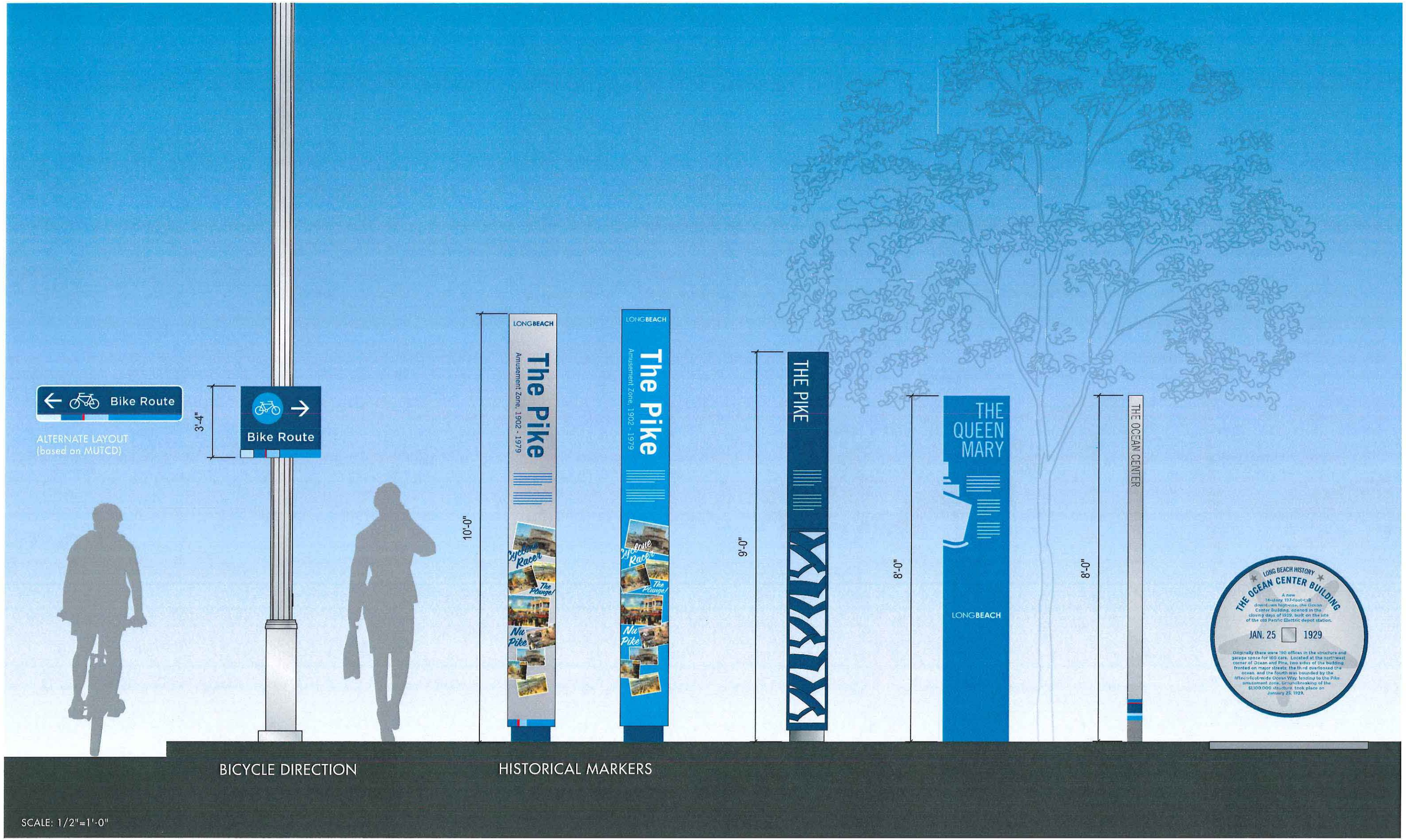
TITLE
BANNERS

SELBERT PERKINS DESIGN

PROJECT
CITY OF LONG BEACH
SIGNAGE & WAYFINDING

DATE
APRIL 18, 2017

TITLE
PEDESTRIAN SIGN FAMILY STREET VIEW



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SIGNAGE & WAYFINDING

DATE
APRIL 18, 2017

TITLE
BICYCLE SIGNS & HISTORY MARKERS

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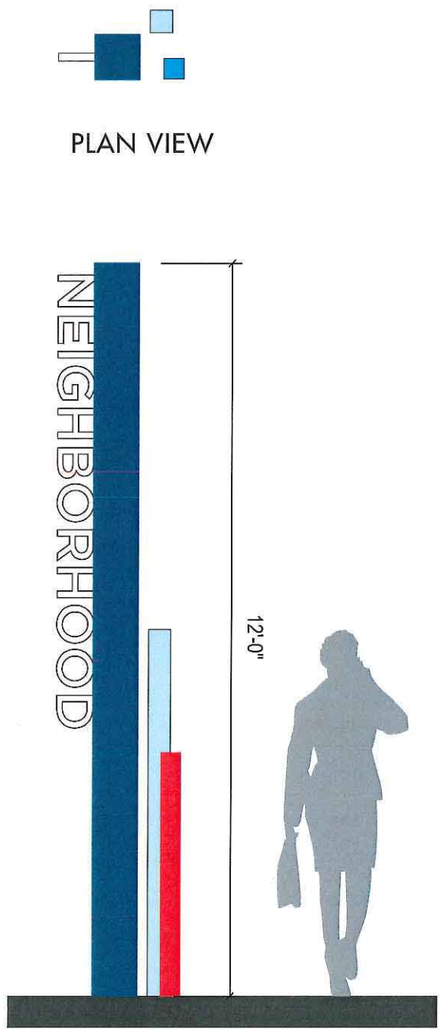
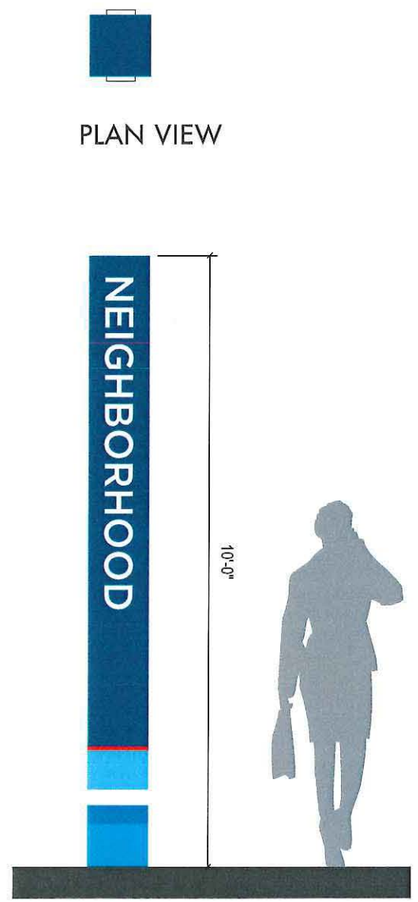
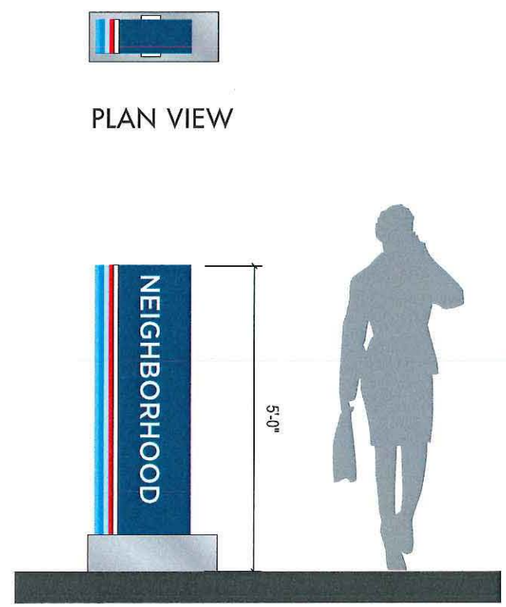
APRIL 18, 2017

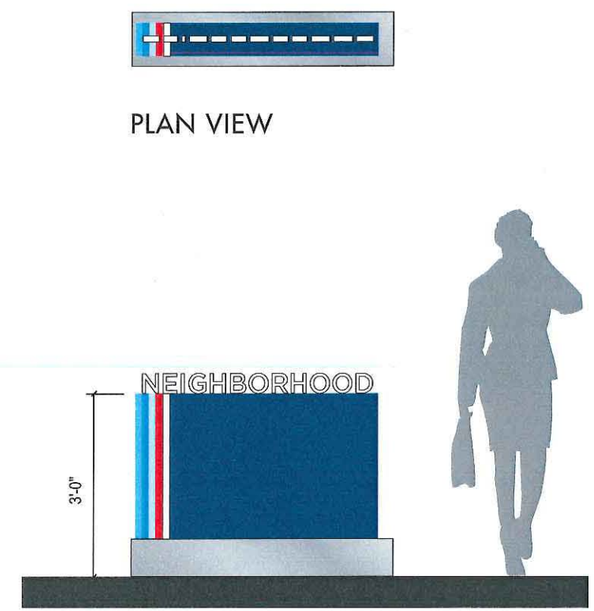
TITLE
OPTIONAL NEIGHBORHOOD ID SIGN - COMMERCIAL



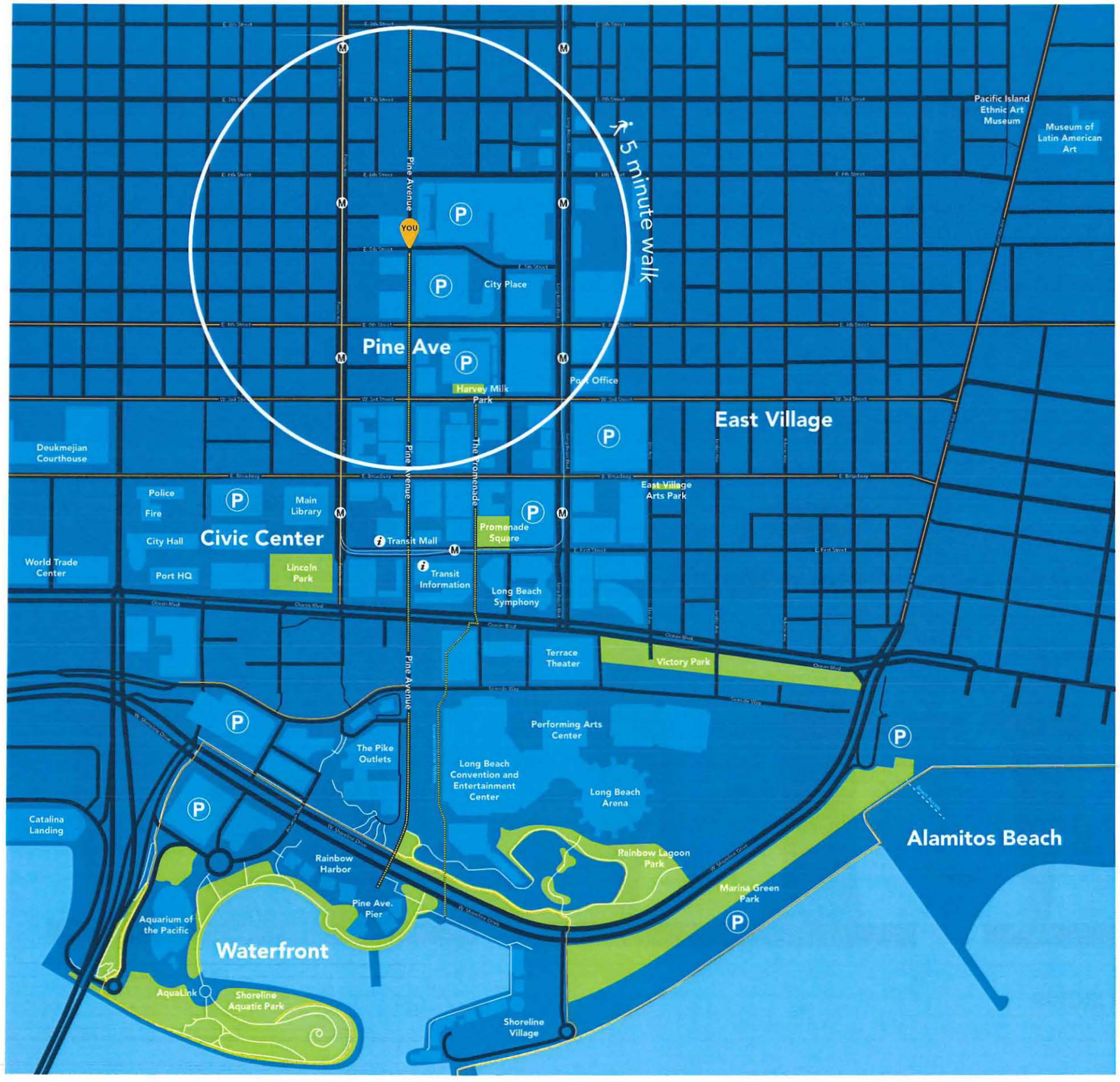
COMMERCIAL ID SIGN







RESIDENTIAL ID SIGNS



DLBA PARTNERSHIP

An integral member of the City's team on this wayfinding signage program.

DLBA is funding the downtown pedestrian wayfinding component.

Downtown sign program design is compatible with the City's sign program design.

Program will be phased with the initial focus on pedestrian wayfinding.

NEXT STEPS

Consultant to complete construction drawings for signs.

Identify locations for sign installation.

Prepare cost estimates to for construction, installation, sign removal.

Prepare a comprehensive sign program for phased implementation as funds become available.

Anticipate implementation/installation of initial gateway sign phase by early fall.