

# CITY OF LONG BEACH

**SIGNAGE & WAYFINDING**

INVENTORY / ANALYSIS

23 AUGUST 2016



**selbert perkins design collaborative**

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# Wayfinding Definition

The signage that directs you to destinations from your present location.

## Public Benefits



Promote & reinforce identity



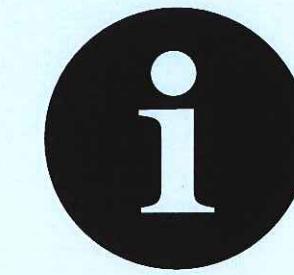
Establish a sustainable model & reduce pollution



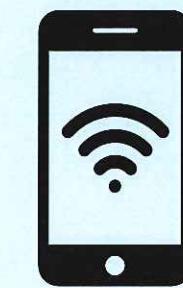
Link all transit modes in real time



Encourage tourism & physical activity

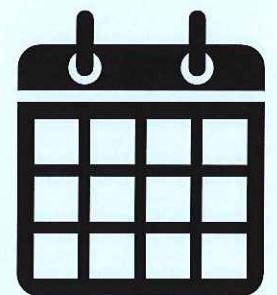


Provide educational, cultural & historical information



Integrate web & mobile applications

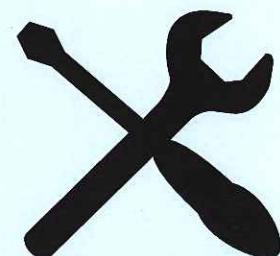
## City Benefits



Promote local events



Stimulate local economy



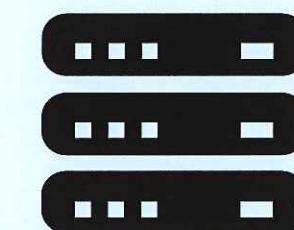
Provide powerful maintenance management tools



Integrate maps

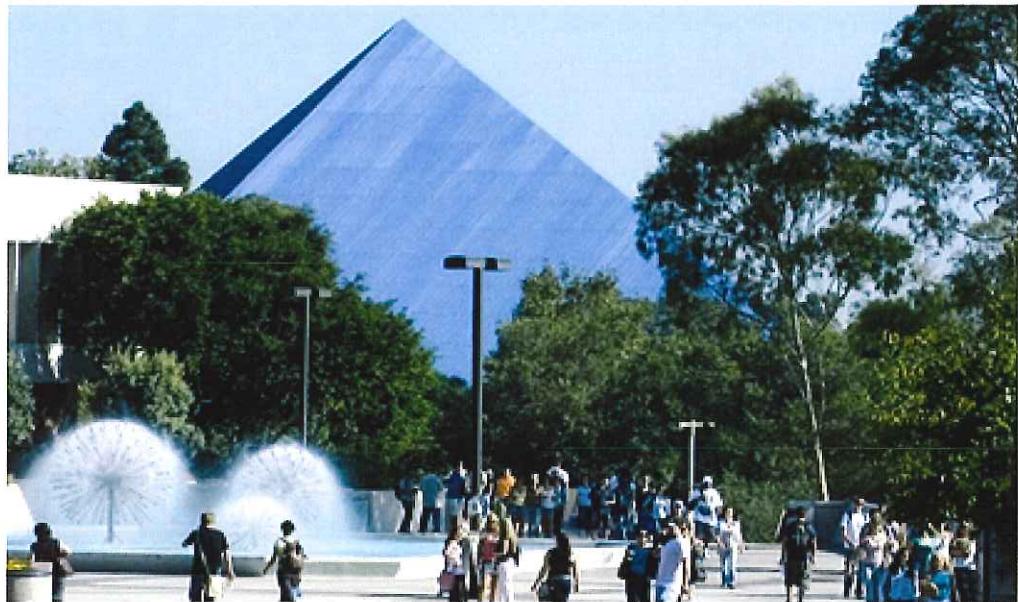


Create a revenue generation model and economic benefits



Create valuable content/data repository

## CITY ENTRANCES



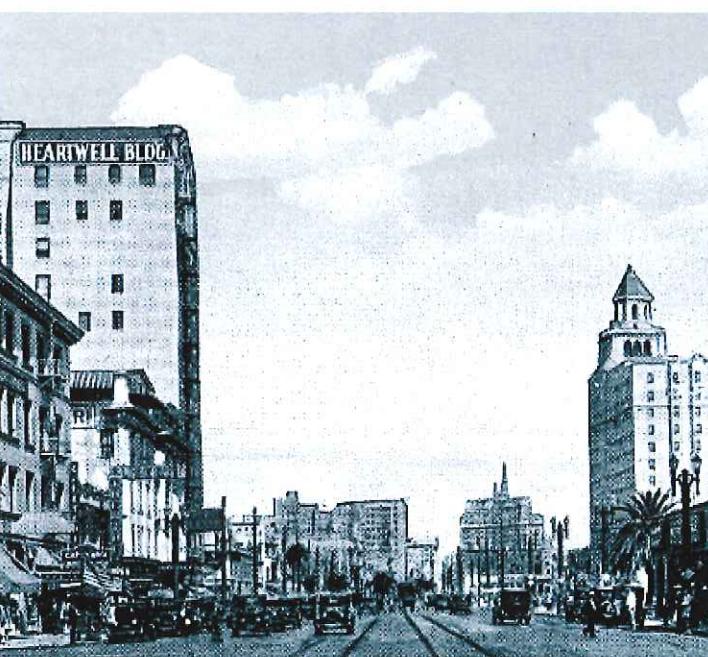
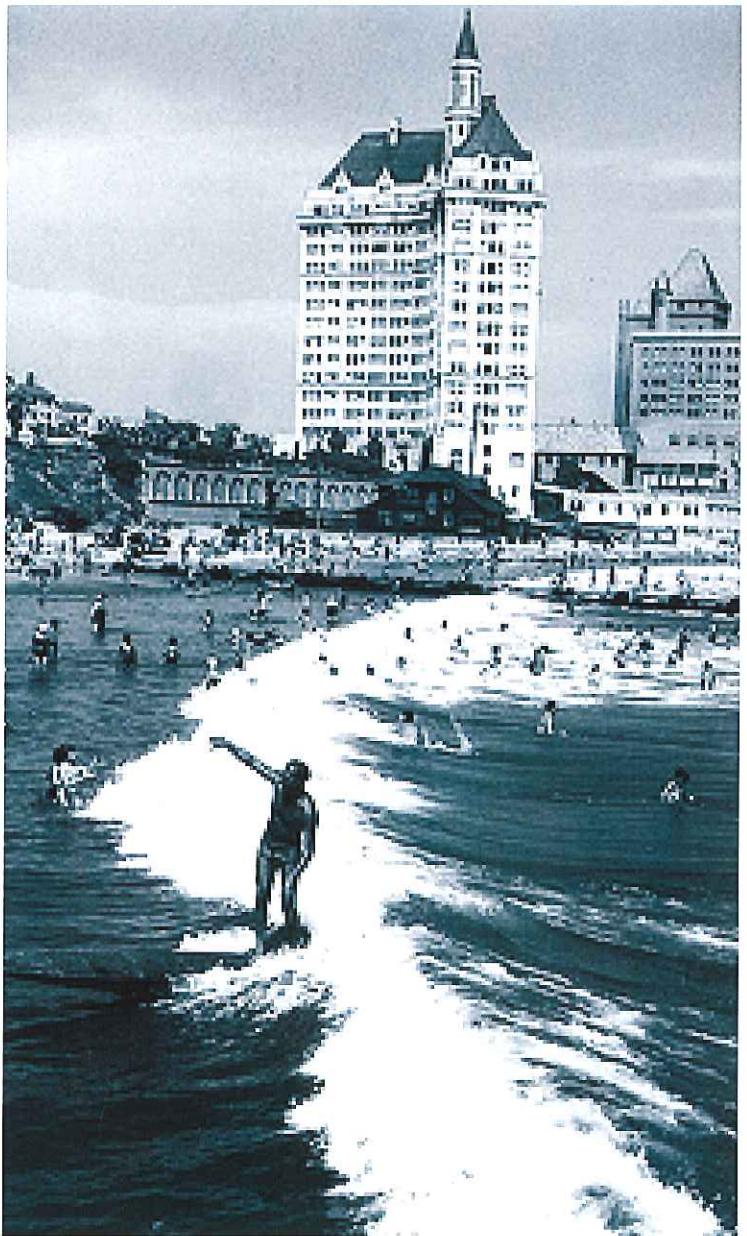
## PARKING



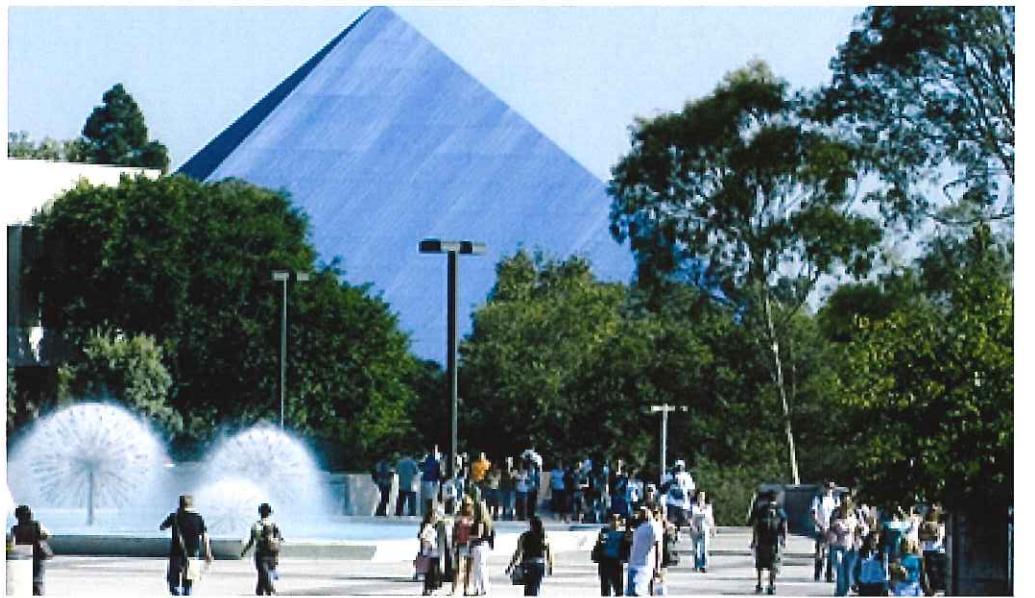
## COASTAL ACCESS



# ENHANCE THE HISTORIC CHARACTER OF THE CITY



# COMPLEMENT THE FUTURE DEVELOPMENT IN THE CITY

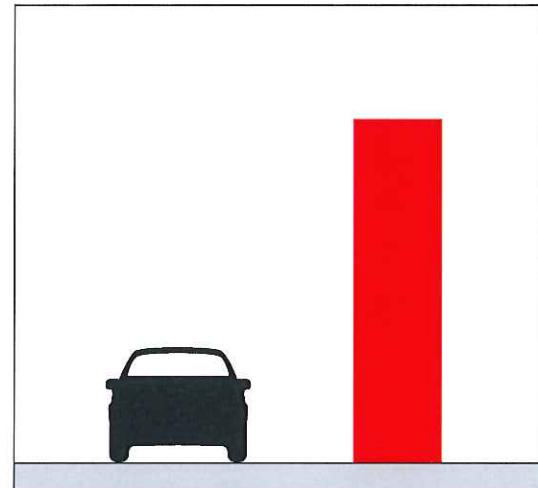


## Goals

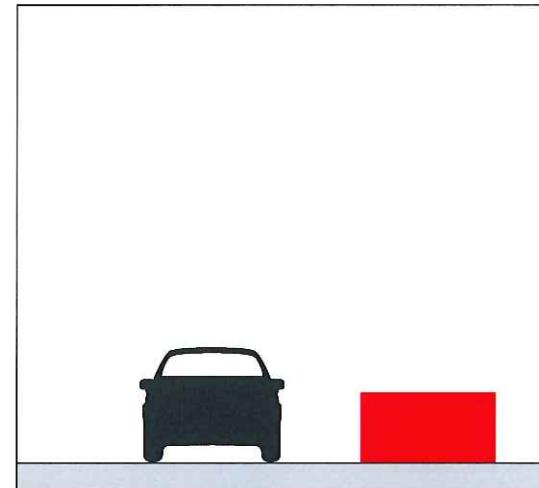
- Enhance the City's identity with updated Entry Monuments at key city entry locations.
- Promote access to parking in downtown through a unified visual language for Parking Signage.
- Strengthen wayfinding to key destinations through a consistent Wayfinding Signage program in downtown and coastal areas.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

# Current Phase

## 1ST PRIORITY

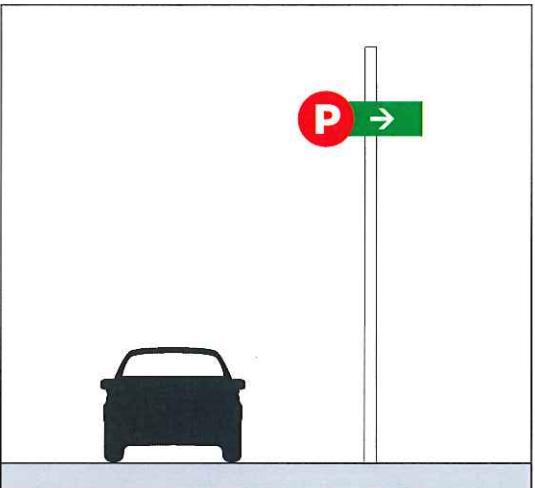


**E1** PRIMARY CITY  
ENTRANCE ID  
MONUMENT



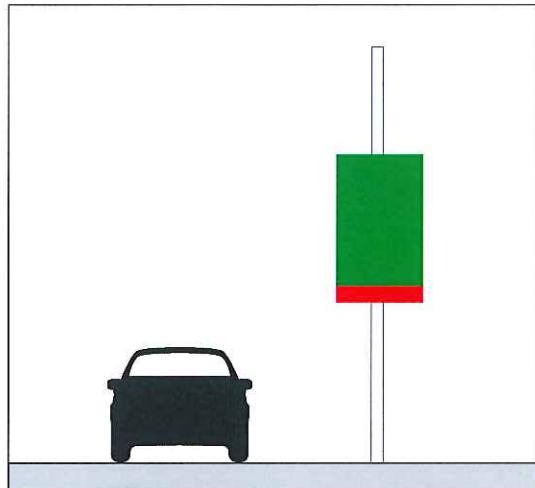
**E2** SECONDARY CITY  
ENTRANCE ID  
MONUMENT

## 2ND PRIORITY

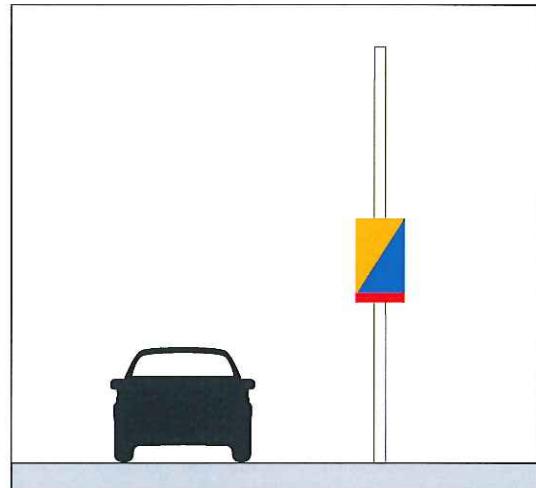


**V1** PARKING  
DIRECTION  
(DOWNTOWN & COAST)

## 3RD PRIORITY



**V2** DESTINATION  
DIRECTION  
(DOWNTOWN & COAST)



**V3** INFORMATION  
& REGULATION  
(DOWNTOWN & COAST)



● IDENTIFICATION

● DIRECTION

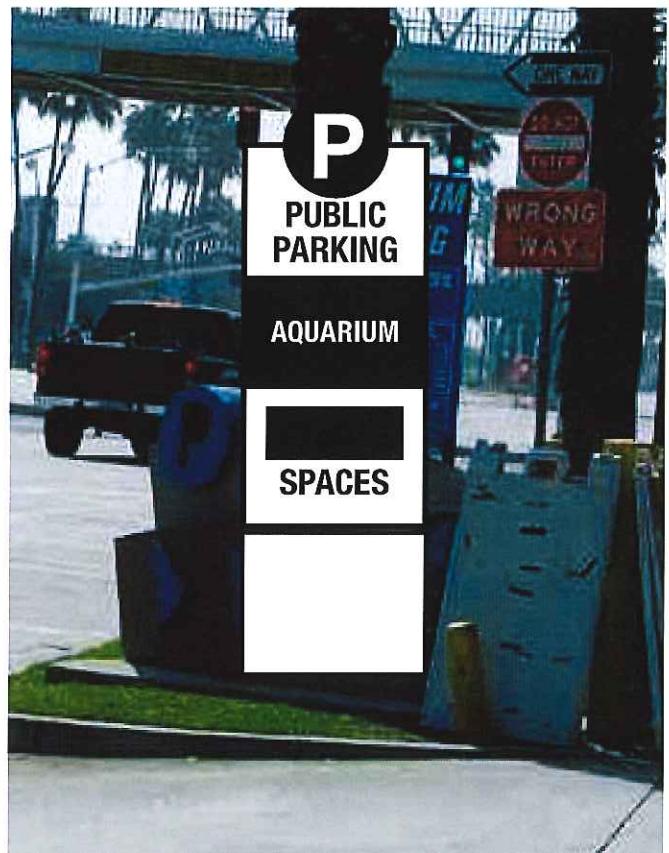
● INFORMATION

● REGULATION

# Existing City Entrance Locations



# Parking (In Downtown)



# Preliminary Destinations (In Downtown)

## PRIMARY DESTINATION

Aquarium  
Convention Center  
Performing Arts Center  
MoLAA  
Queen Mary  
Civic Center  
- City Hall  
- Library  
- County Court  
- Police Department

## SECONDARY DESTINATION

CityPlace (Name Changing)  
The Pike  
Shoreline Village  
Long Beach Arena  
World Trade Center  
Cruise Ships  
Transit Mall (Metro Rail)  
Post Office  
Catalina Landing  
Water Taxis

## PARKING

Parking

## DISTRICTS

Willmore City  
West Gateway  
Civic Center  
Shoreline  
Queen Mary  
North Pine  
Pine Ave  
Arts District

## OUTSIDE OF DOWNTOWN

710 Freeway  
Alamitos Beach  
San Pedro



# Annual Public Events (Over 10,000 Attendees)

## RAINBOW LAGOON

Pride  
Long Beach Grand Prix  
Formula Drift  
Tour of Long Beach  
Long Beach Marathon  
Jazz Festival  
Crawfish Festival  
BBQ Festival  
Lobster Festival

## PINE ST

New Year's Eve

## ALAMITOS BEACH

Volleyball World Series

## BELMONT SHORE

Christmas Parade

## GRANADA BEACH

Love Long Beach  
Turkey Trot

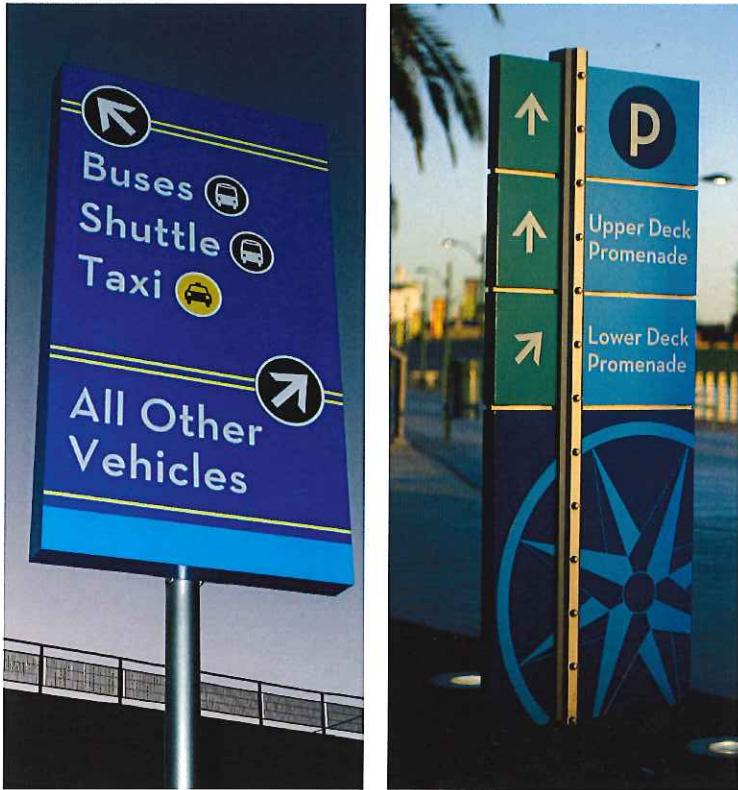
TITLE

PRELIMINARY DESTINATIONS

# Coastal Access



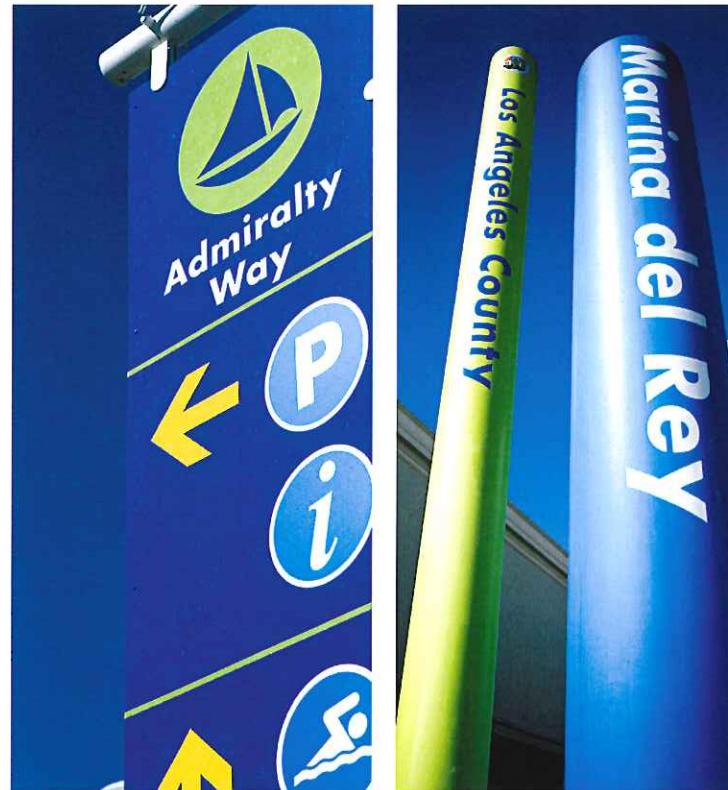
## PORT OF LA



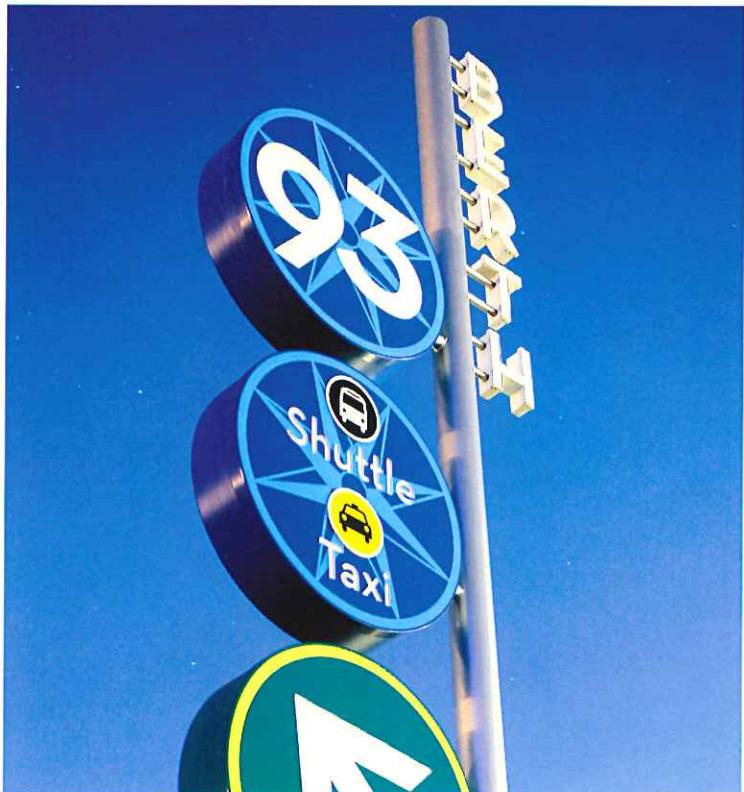
## SANTA MONICA



## MARINA DEL REY



## WEST HOLLYWOOD





DOWNTOWN  
**LONG BEACH**  
ASSOCIATES

CITY OF  
**LONG BEACH**

SELBERT  
PERKINS  
DESIGN