



Date: October 11, 2016

To: Patrick H. West, City Manager *T.H.W.*

From: Amy J. Bodek, Director of Development Services *AJB*

For: Mayor and Members of the City Council

Subject: **Citywide Signage Program and Gateway Signage**

In March 2016, after a competitive bidding process, Selbert Perkins Design (Consultant) was selected to create design guidelines for a comprehensive sign program that establishes a uniform look and design theme for new signs to be installed in the public realm. Sign types to be addressed in this program include gateway entry signage, wayfinding signage, and directional signage for public parking and beach access. At the August 23, 2016 City Council meeting, the Consultant presented an overview of the project objectives and work program.

The work program includes a detailed needs analysis and assessment of existing signage prior to any design work. It also includes a robust public outreach component that involves a series of community stakeholder meetings, direct engagement of the Mayor and City Council, and an on-line survey to garner input from a broad segment of the community to ensure that any proposed design embraces the community's values and identity.

This memo announces the release of the on-line community survey this week to obtain input from a broad spectrum of the community. The Development Services Department staff will distribute the on-line survey using its extensive community contact lists, LinkLB, as well as social media networks. The survey will be available on-line for a two-week period, after which the comments will be compiled and forwarded to the Consultant. Collectively, the survey feedback will inform the design concepts that are ultimately presented to the City for consideration.

The survey, brief video instructions, and other outreach material related to the sign program are available on the Development Services website: <http://www.lbds.info/wayfindingsignage/>.

If you have any questions regarding this project, please call Amy Bodek at 562-570-6428.

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