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 SCOPE

CITY ENTRANCES

PARKING

COASTAL ACCESS

DLBA SCOPE

PEDESTRIAN DIRECTION SIGNS

WAYFINDING MAP

HISTORICAL/INTERPRETIVE SIGNS
Project Goals

- Enhance the Pedestrian experience by providing clear pathways and walking times to destinations.
- Program the street experience to create a welcoming sense of place and activity.
- Extend the character of Downtown by creating connections through neighborhoods.
- Call attention to destinations and attractions around the downtown area.
SURVEY SUMMARY

WHAT WE HEARD: LONG BEACH CHARACTER

SEPT. 2016

750+ RESPONSES

92% RESIDENTS
6% COMMUTERS
2% TOURISTS

VIBRANT
RELAXED
INCLUSIVE
SMALL TOWN FEEL
ACTIVE

FRIENDLY
CASUAL
CREATIVE
DIVERSE
PROGRESSIVE

UNIQUE NEIGHBORHOODS
WATERFRONT
ECLECTIC
INCLUSIVE

PROJECT DOWNTOWN LONG BEACH PEDESTRIAN WAYFINDING
DATE APRIL 26, 2017
TITLE PROJECT BACKGROUND - SURVEY SUMMARY
CITY GATEWAY & VEHICLE SIGNS
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
GATEWAY SIGN TYPES

SIGNATURE GATEWAY

VERTICAL GATEWAY

MONUMENT GATEWAY

LONG BEACH

PROJECT
DOWNTOWN LONG BEACH PEDESTRIAN WAYFINDING

DATE
APRIL 26, 2017

TITLE
GATEWAY SIGN TYPES
PROJECT
DOWNTOWN LONG BEACH
PEDESTRIAN WAYFINDING

DATE
APRIL 26, 2017

TITLE
VERTICAL GATEWAY

SCALE: 1/8"=1'-0"
PEDESTRIAN SIGNS
Originally there were 190 offices in the structure and garage space for 160 cars. Located at the northwest corner of Ocean and Pine, two sides of the building fronted on major streets, the third overlooked the ocean, and the fourth was bounded by the fifteen-foot-wide Ocean Way, leading to the Pike amusement zone. Groundbreaking of the $1,100,000 structure, took place on January 25, 1929.
Project:
Downtown Long Beach
Pedestrian Wayfinding

Date:
April 26, 2017

Title:
PeDESTRIAN MAP PRECEDENTS
Heads-up mapping

North, south, east or west is rotated to correspond with the direction the user is facing.

If a pedestrian is facing south in Long Beach, the top of the map is the waterfront, and the bottom is downtown; on the other side of the map, the information is reversed.
Downtown Destinations

Alamitos Beach
Aquarium of the Pacific (Aquarium)
Bikestations
Caesar Chavez Park
Catalina Landing
Civic Center
  • City Hall
  • Main Library
  • Port of Long Beach HQ
  • Police Department
  • Fire Department
  • Lincoln Park
East Village Arts Park
East Village Shops & Restaurants
Golden Shore Marine Biological Reserve Park
Governor George Deukmejian Courthouse
Gumbiner Park
Harvey Milk Park

Long Beach Convention and Entertainment Center
  • Performing Arts Center
  • Long Beach Arena
Marina Green Park
Museum of Latin American Art
Pacific Island Ethnic Art Museum
The Pike
Pine Ave Restaurants & Retail
Post Office
Promenade Restaurants
Rainbow Harbor
Rainbow Lagoon Park
Shoreline Aquatic Park (Lighthouse)
Shoreline Marina
Shoreline Village (Retail)
Transit Gallery
Water Taxis
Waterfront Shops & Restaurants
**NEXT STEPS**

Finalize sign location plan.

Finalize sign messaging.

Prepare cost estimates for construction, installation, sign removal.

Consultant to complete construction drawings for signs.

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

Return to Public Realm Committee to present comprehensive sign program.

Begin installation of initial phase of sign program.