

GENERAL OBLIGATION BOND GATEWAY & NEIGHBORHOOD SIGNAGE DESIGN OPTIONS

Review of the Final Design Preferences for GOB Gateway and Neighborhood Signage.



Commission Meeting
May 17, 2023

TMP-2023-344



Nicole Heran
Deputy Director



Raelin Storey
Director



**Design and
Construction
Management**

**Communications,
Marketing &
Economic
Development**

Joann Hussey
Communications
Manager



Karyn Sashi
Project Manager



Brooks + Scarpa
Architecture Landscape Urban
Design



Claudia Perdomo
Intern



Jeffrey Huber
FAIA, ASLA, Principal



Mason Millner
Project Designer and BIM Coordinator



GOB Language

“Improvements to 64 gateway and neighborhood monument signs throughout the City.”

GOB Budget

\$897,450

Spent

Engineering Assessment

\$40,935.00

Design

\$25,250.00

Remaining

\$831,265.00



Signage Responsibility	
GOB	66
CRA/ Wayfinding	29
TOTAL SIGNS	95

Conditional rating		
	All	GOB
Good	33	18
Good/Fair	2	0
Fair	35	21
Fair/Poor	10	8
Poor	10	9
does not exist	5	5
GOB Signs	66	
CRA/ Wayfinding	29	
TOTAL SIGNS	95	

Total GOB Signs	
	GOB
Type A	6
Type B	7
Type C (Becomes F)	0
Type D	10
Type E	23
Type F	14
Type G (Becomes B)	0
Type H (Becomes E)	0
Type J	6
TOTAL SIGNS	66

Commission District Signs	
	GOB
District 1	7
District 2	19
District 3	8
District 4	6
District 5	10
District 6	16
TOTAL SIGNS	66





COMMUNITY INPUT



FINAL COMMUNITY PREFERENCE

OVERALL SIGNAGE OPTIONS



9
Community Meetings



65
Online Poll Responses

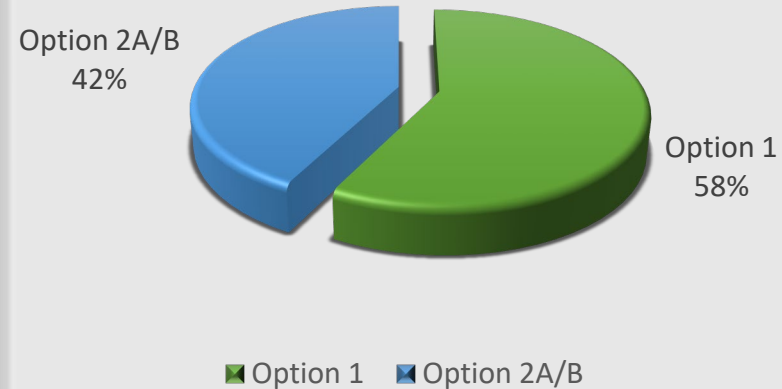


51
Physical Poll Responses

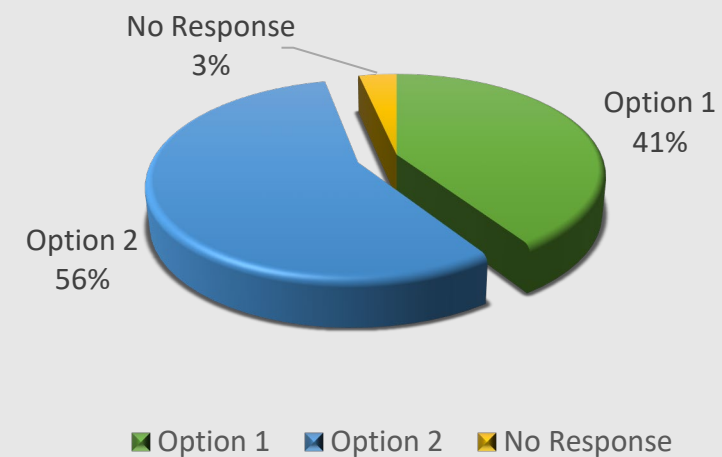


116
Total Community Input Responses

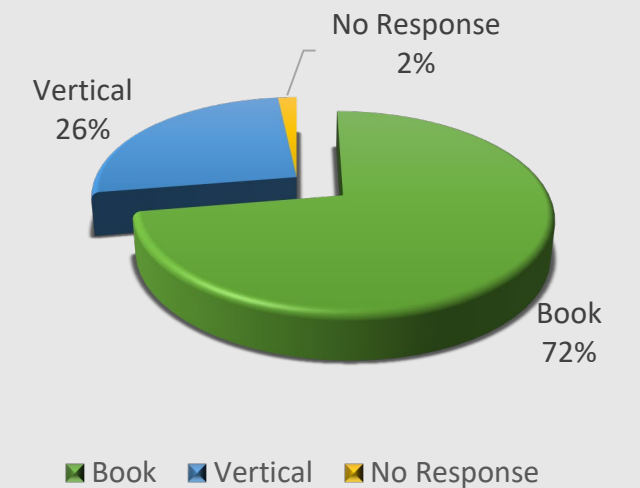
**Sign Type A/B
(Monument Gateway)**



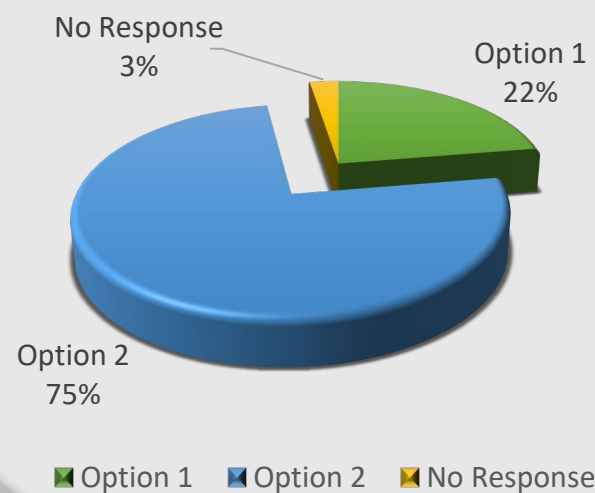
**Sign Type E
(Neighborhood Shape)**



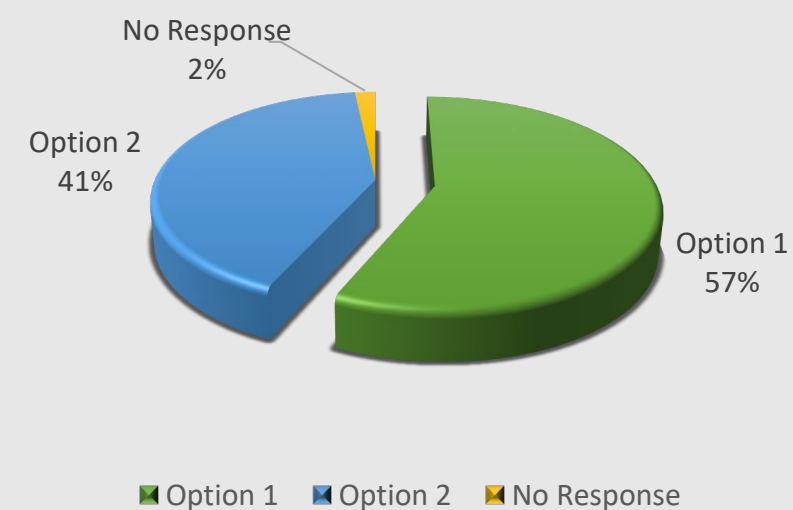
**Sign Type E/F
(Text Orientation)**



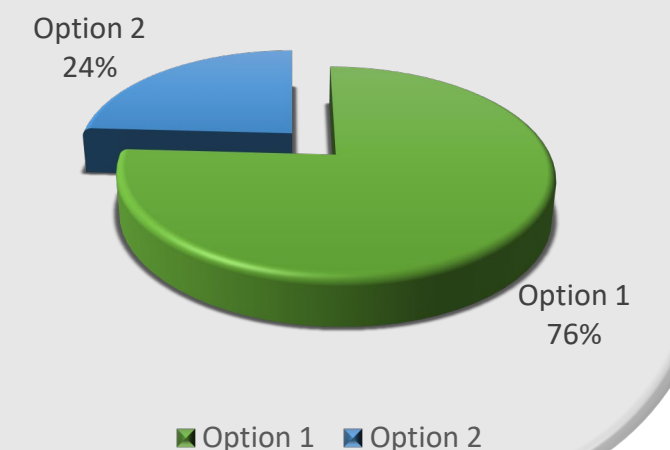
**Sign Type D
(Pole Gateway)**



**Sign Type E/F
(Neighborhood Colors)**



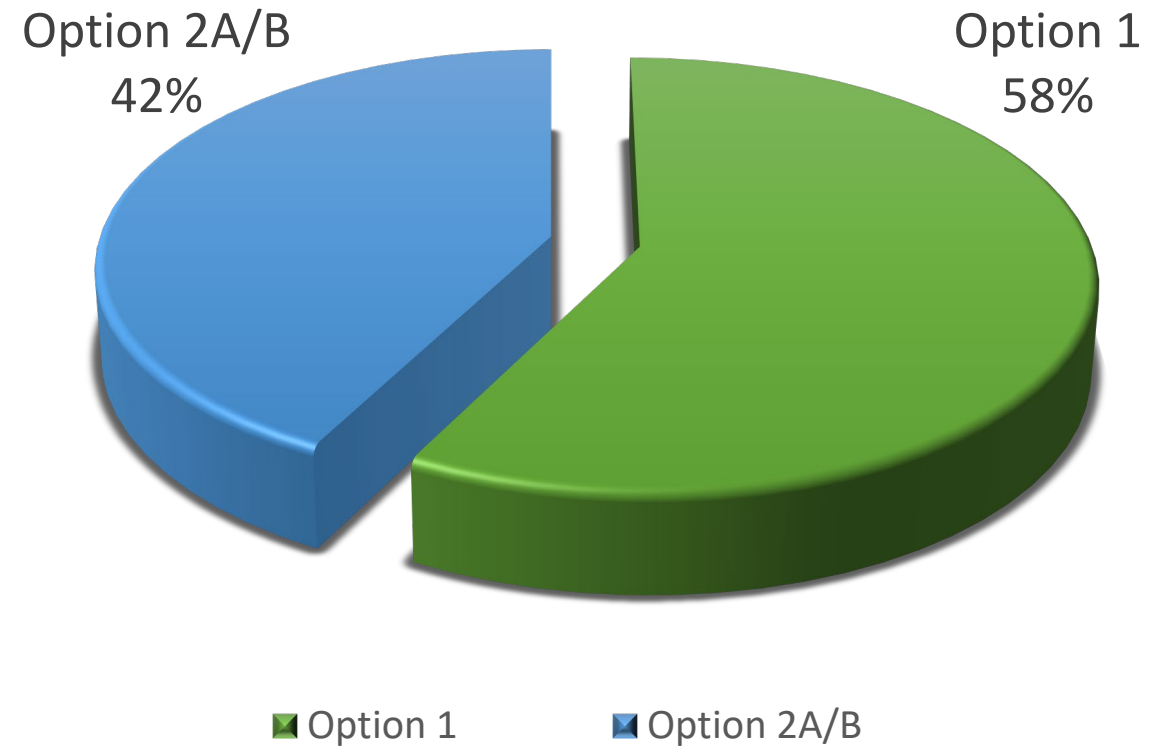
**Sign Type J
(Neighborhood Wall)**



FINAL COMMUNITY PREFERENCE



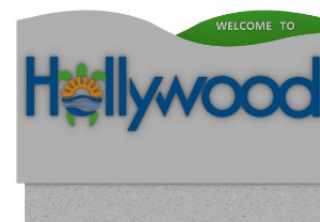
SIGN TYPE A/B



Option 1

Option 2A

Option 2B



Type A



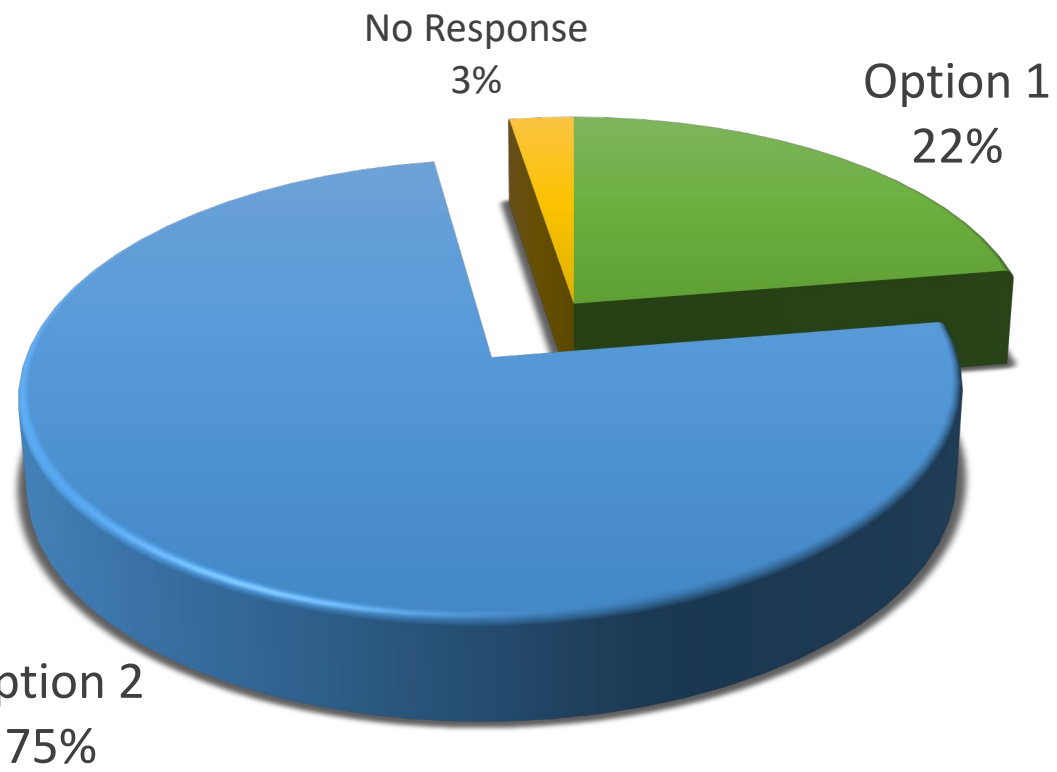
Type B



FINAL COMMUNITY PREFERENCE



SIGN TYPE D



■ Option 1 ■ Option 2 ■ No Response

Type D



Option 1



Option 2



Add. Alt.



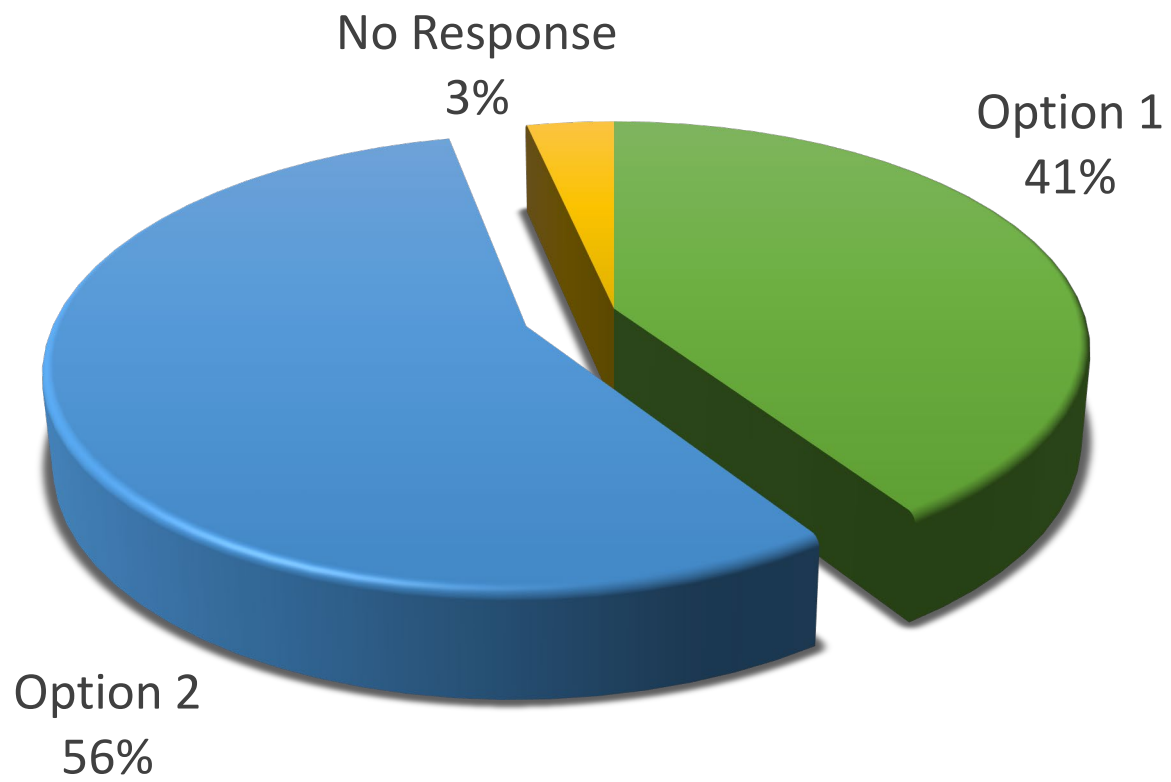
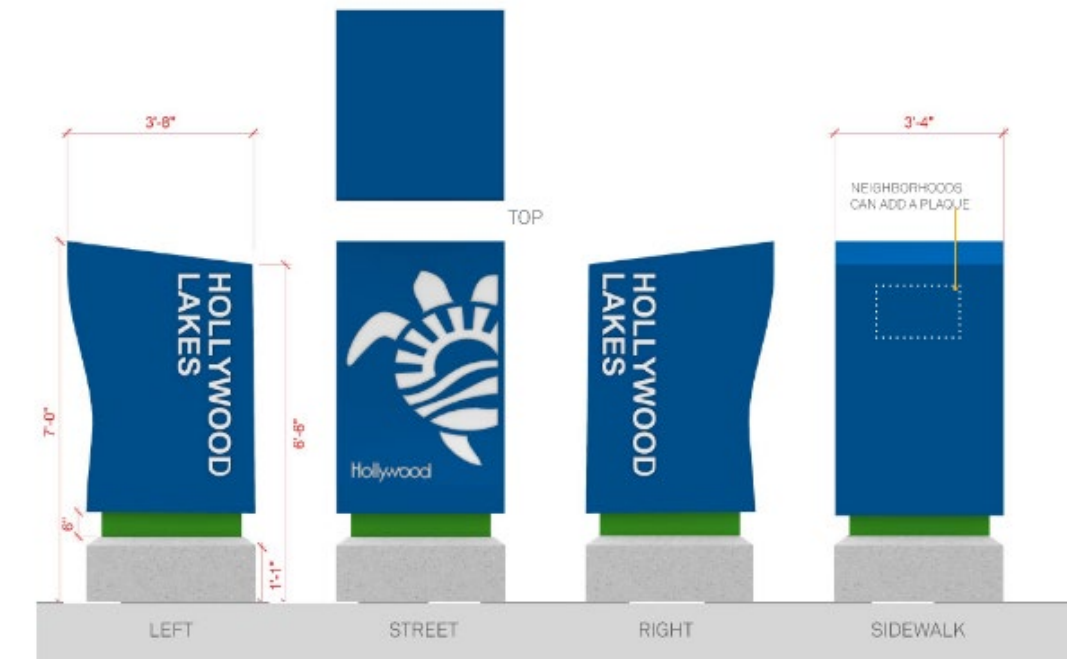
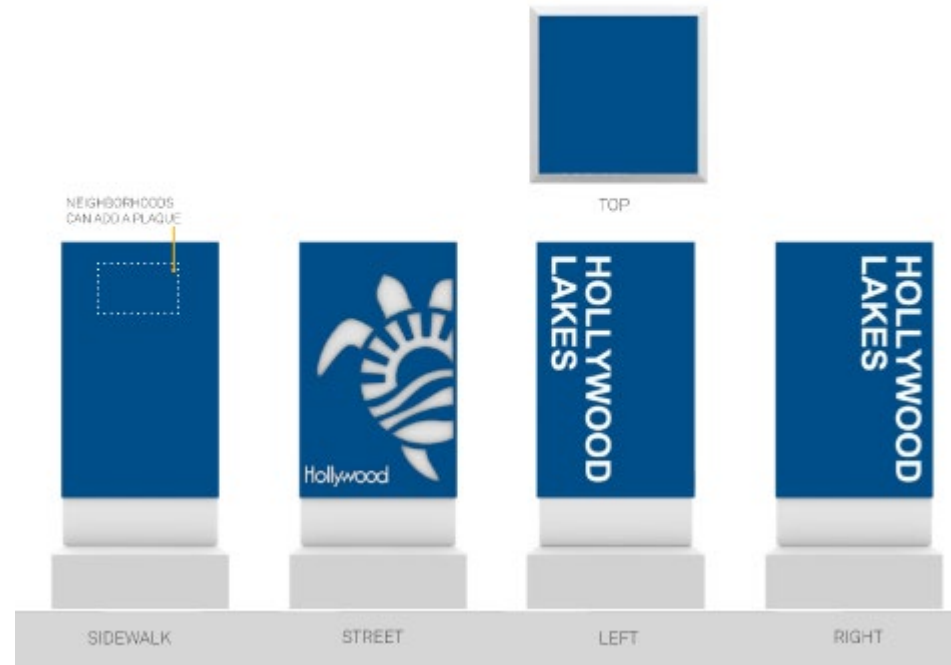
FINAL COMMUNITY PREFERENCE



SIGN TYPE E SHAPE

Option 1 - Cube

Option 2 - Wave



■ Option 1
 ■ Option 2
 ■ No Response



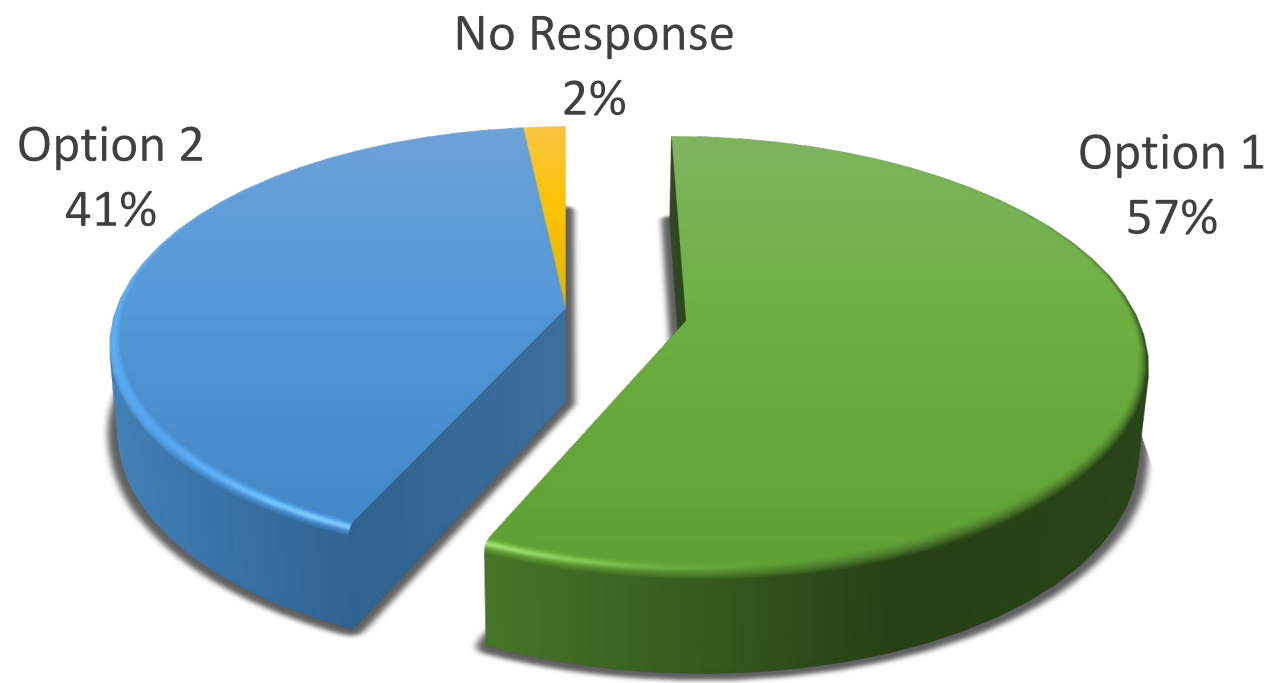
Type E



FINAL COMMUNITY PREFERENCE



TYPE E/F COLORS



■ Option 1
 ■ Option 2
 ■ No Response

Option 1 – Color Band

Option 2 – Full Color



Type E



Type F



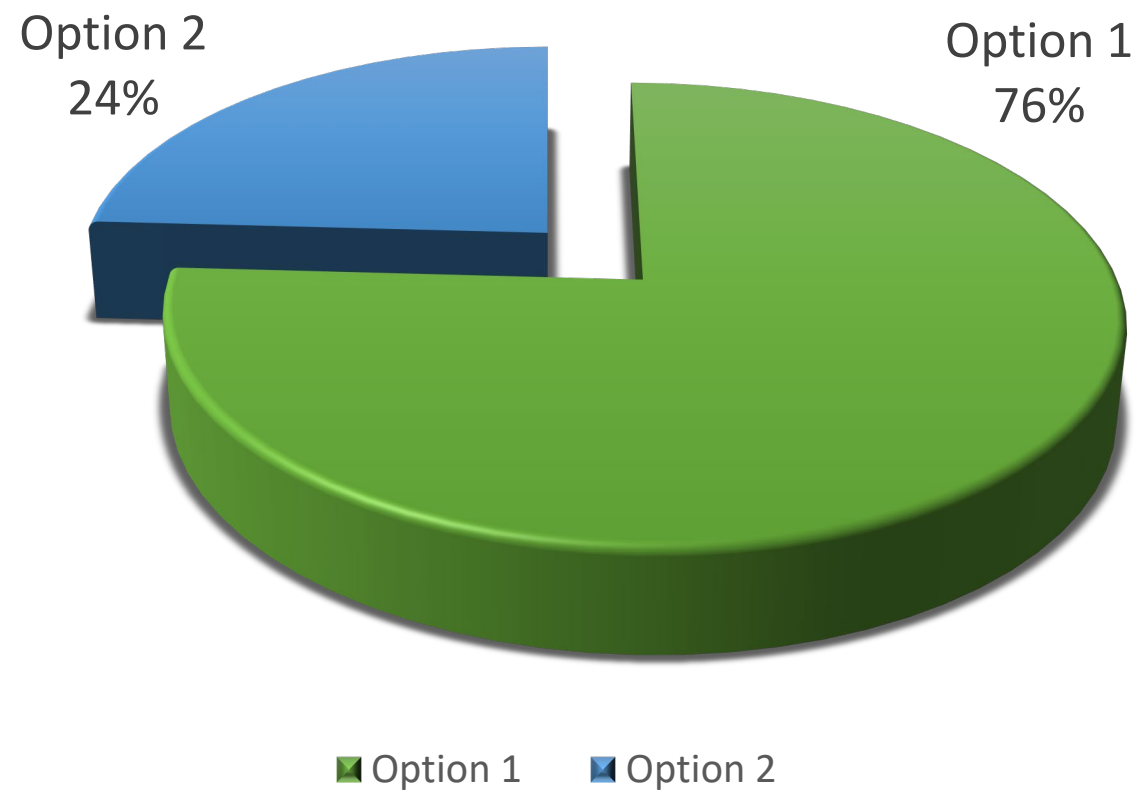
FINAL COMMUNITY PREFERENCE



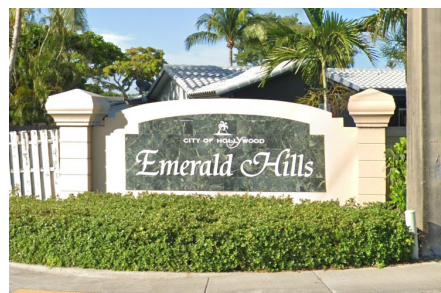
SIGN TYPE J

Option 1

Option 2



Type J



FINAL COMMUNITY PREFERENCE



TYPE A/B

Option 1



Option 2B



TYPE D

Option 2



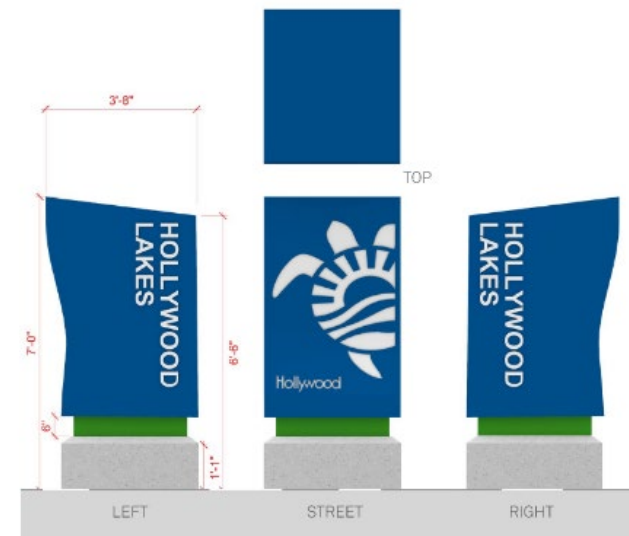
TYPE J

Option 1



NEIGHBORHOOD SIGNS

Type E Option 2 – Wave Shape

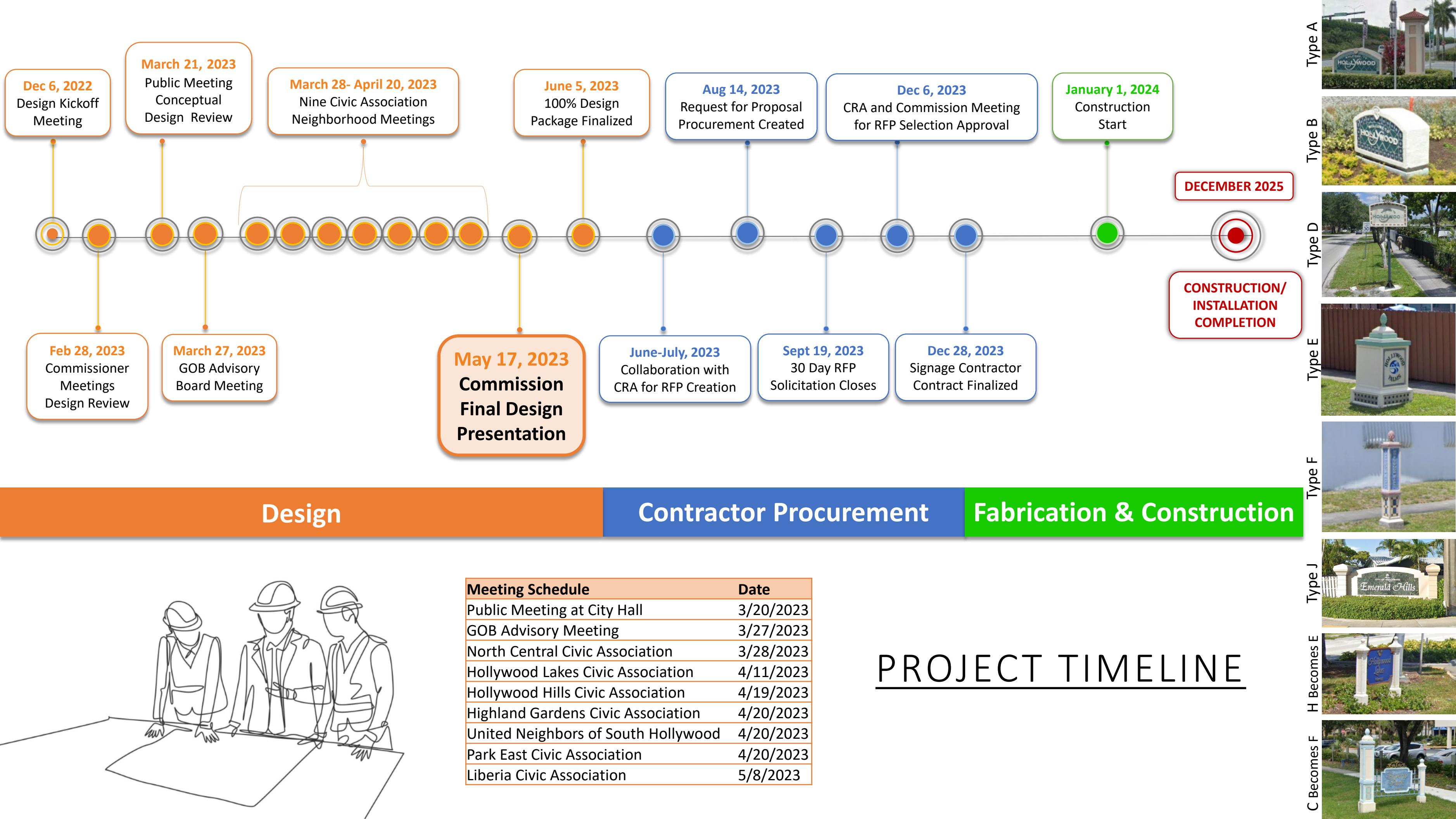


Type E/F Option 1 – Color Band



Option 1 – Book End Text Orientation





Design

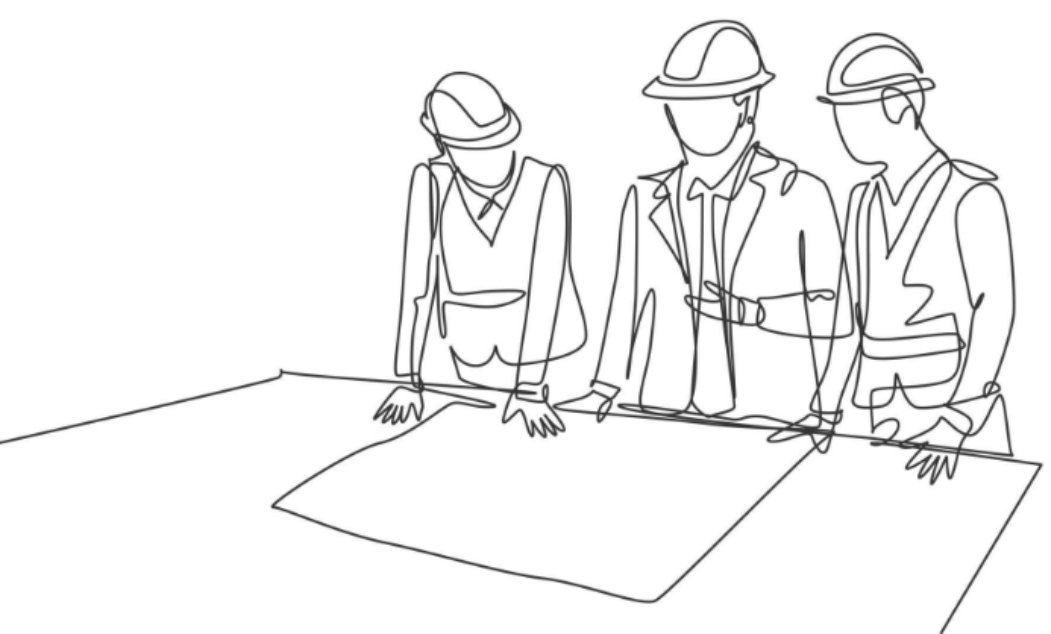
Contractor Procurement

Fabrication & Construction

Meeting Schedule	Date
Public Meeting at City Hall	3/20/2023
GOB Advisory Meeting	3/27/2023
North Central Civic Association	3/28/2023
Hollywood Lakes Civic Association	4/11/2023
Hollywood Hills Civic Association	4/19/2023
Highland Gardens Civic Association	4/20/2023
United Neighbors of South Hollywood	4/20/2023
Park East Civic Association	4/20/2023
Liberia Civic Association	5/8/2023

PROJECT TIMELINE

Type A
Type B
Type D
Type E
Type F
Type J
H Becomes E
C Becomes F





HOLLYWOOD



YOUR BOND DOLLARS AT WORK!