

13. 25-55256 Recommendation to adopt Plans and Specifications No. R-7257 and award a contract to Hart Design Build Inc., of Glendale, CA, for the Long Beach Airport Gateway Sign, in the amount of \$747,500, authorize a 15 percent contingency in the amount of \$112,125, for a total contract amount not to exceed \$859,625; and, authorize City Manager, or designee, to execute all documents necessary to enter into the contract, including any necessary subsequent amendments;

Adopt Categorical Exemption CE-24-178; and

Increase appropriations in the Airport Fund Group in the Airport Department by \$1,175,144, offset by Airport operating revenues. (Districts 4, 5)

Office or Department:

Suggested Action: Approve recommendation.

May 20, 2025

Honorable Mayor and City Council
City of Long Beach
California

RECOMMENDATION:

Recommendation to adopt Plans and Specifications No. R-7257 and award a contract to Hart Design Build Inc., of Glendale, CA, for the Long Beach Airport Gateway Sign, in the amount of \$747,500, authorize a 15 percent contingency in the amount of \$112,125, for a total contract amount not to exceed \$859,625; and, authorize the City Manager, or designee, to execute all documents necessary to enter into the contract, including any necessary subsequent amendments;

Adopt Categorical Exemption CE-24-178; and,

Increase appropriations in the Airport Fund Group in the Airport Department by \$1,175,144, offset by Airport operating revenues. (Districts 4, 5)

DISCUSSION

City Council approval is requested to enter into a contract with Hart Design Build Inc. (Hart) for the construction of the Long Beach Airport Gateway Sign (Airport Gateway Sign) at the southwest corner of Lakewood Boulevard and Spring Street. Renderings and a site map are attached for reference.

The City of Long Beach (City) has worked to develop a comprehensive Wayfinding Signage Program (Program) for major gateway entries in the City. The Airport Gateway Sign was identified as part of the Program to provide cohesive and functional signage at a frequently visible focal point approaching Long Beach Airport along Lakewood Boulevard. The sign will display "Fly LONG BEACH" with individual twelve-foot-standing letters that are internally illuminated LEDs for nighttime visibility. The sign's location at a visible focal point within the greater Airport complex will embody the City brand and it will provide travelers with a branded sense of arrival at both the Long Beach Airport and the City. Mobilization for the project is anticipated in July 2025, with construction commencing in September 2025, for an approximate seven-month period.

The bid was advertised in the Long Beach Press-Telegram on December 20, 2024, and 639 potential bidders specializing in signage and construction services were notified of the bid opportunity. Of those bidders, 26 downloaded the bid via the City's electronic bid system. The bid document was made available from the Purchasing Division, located on the sixth floor of City Hall, and the Division's website at www.longbeach.gov/purchasing. A bid announcement was also included in the Purchasing Division's weekly update of Open Bid Opportunities, which is sent to 44 local, minority-owned, and women-owned business groups. Four bids were received on February 11, 2025. Of those bidders, none were Minority-owned Business Enterprises (MBEs), none were Women-owned Business Enterprises (WBEs), three were certified Small Business Enterprises (SBEs), and none were Long Beach vendors (Local). Hart Design Build

Inc., of Glendale, CA, (SBE) was determined to be the lowest responsible bidder.

In accordance with the California Environmental Quality Act (CEQA), Categorical Exemption No. CE-24-178 (Attachment) was issued for this project on December 2, 2024.

Local Business Outreach

To align with the City's outreach goal, Long Beach businesses are encouraged to submit bids for City contracts. The Purchasing Division also assists businesses with registering on the Long Beach Buys database to download the bid specifications. Through outreach, 75 Long Beach vendors were notified to submit bids, of which four downloaded, and none submitted a bid. The Purchasing Division is committed to continuing to perform outreach to local vendors to expand the bidder pool.

This matter was reviewed by Principal Deputy City Attorney Marsha Yasuda on April 14, 2025, Purchasing Agent Michelle Wilson on April 8, 2025, and by Budget Analysis Officer Greg Sorensen on April 13, 2025.

TIMING CONSIDERATIONS

City Council action to adopt Plans and Specifications No. R-7257 and award a contract concurrently is requested on May 20, 2025, to ensure the contract is in place expeditiously.

FISCAL IMPACT

The total amount of the contract will not exceed \$859,625, inclusive of a 15 percent contingency. The total project cost is estimated at \$1,175,144, which includes design, construction, construction management, material testing, labor compliance, Project Labor Agreement (PLA) administration, and related project support. An appropriation increase in the amount of \$1,175,144 is requested in the Airport Fund Group in the Airport Department, offset by Airport operating revenues.

This recommendation has no staffing impact beyond the normal budgeted scope of duties and is consistent with existing City Council priorities. The award of this contract is anticipated to have a positive impact on the local job market.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



Cynthia Guidry
Director
Long Beach Airport

APPROVED:



THOMAS B. MODICA
CITY MANAGER

CEQA Notice of Exemption

TO: Office of Planning & Research
1400 Tenth Street, Room 121
Sacramento, CA 95814

FROM: Community Development Department
411 W. Ocean Blvd, 3rd Floor
Long Beach, CA 90802

L.A. County Clerk
Environmental Fillings
12400 E. Imperial Hwy., Room 1201
Norwalk, CA 90650

Exemption Number: CE-24-178

Project Title (Application Number): Long Beach Airport Gateway Sign

Project Location – Specific: Western side of Lakewood Blvd Public Right-of-Way between Spring Street and I-405

Project Location – City/County: **City of Long Beach, Los Angeles County, California**

Description of Nature, Purpose and Beneficiaries of Project:

Installation of a new Long Beach Airport Gateway Sign on the western side of Lakewood Blvd public right-of-way between Spring Street and I-405. The project is part of the overall Citywide Wayfinding Signage program for major gateway entries in Long Beach that started in 2016. The location of the Airport Gateway Sign was identified to be on Lakewood Blvd (South of Spring Street) within the public right-of-way abutting the Long Beach Airport. The "Long Beach" gateway sign will include the letters "Fly" to promote the City and the Airport.

Public Agency Approving Project: **City of Long Beach, California**

Person or Agency Carrying Out Project: Long Beach Airport, Hugo Liu

Exempt Status: **(Check One)**

Ministerial (Sec 21080(b)(1); 15268);

Declared Emergency (Sec 21080(b)(3); 15269(a));

Emergency Project (Sec 21080(b)(4); 15269(b)(c));

Categorical Exemption. State type and section number: 15303 and 15304

Statutory Exemption. State code number: _____

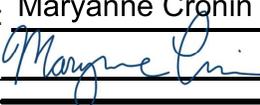
Reasons why project is exempt:

The project consists of construction and location of a monument sign within the public right-of-way abutting the Long Beach Airport. There will be no change to the vehicular lanes within Lakewood Blvd. The sign would be accessory gateway signage for the City of Long Beach and the Long Beach Airport. The project includes minor alterations to land that would not involve the removal of healthy, mature, and scenic trees. Replacement landscaping would be installed after the completion of the project.

Lead Agency

Contact Person: Maryanne Cronin

Contact Phone: 562-570-5683

Signature: 

Date: 12/2/24

Title: Zoning Administration Officer

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Project Location Map

Figure 1

Long Beach Airport Gateway Sign



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Project Location Map

Long Beach Airport Gateway Sign

Figure 1





