



FOR IMMEDIATE RELEASE
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New Signs Mark City Entry Points

NEWPORT BEACH, Ca. -- New entryway signage was recently installed at nine locations throughout the City of Newport Beach.

Signs were placed at each of the major entry points into the city and four signs mark the entrances to two of the city's business districts, Mariner's Mile and Corona Del Mar. An additional sign will be added in Newport Coast and another on East Coast Highway near Reef Point Drive after certain easement conditions are met.

The entryway signs are part of an overall program to add easily identifiable, coordinated signage to help guide visitors and drivers to various locations throughout the city.

The second phase will begin next year and involves the installation of new overhead directional signage. Blue signs will be placed along popular travel routes and have been carefully planned to direct drivers to key Newport Beach locations. A few of the blue signs were installed on the Balboa Peninsula approximately two years ago as part of a pilot program.

Hunt Design of Pasadena designed the new entryway and directional signage. Bravo Sign & Design of Anaheim installed the new entryway signs.