

**City of Culver City, California
Agenda Item Report**

Meeting Date: 08/23/10		Item Number: <u>A-2</u>	
CITY COUNCIL AGENDA ITEM: Approval of a Pilot Program for the Placement of Banners on Street Light Poles in Culver City for City- and Redevelopment Agency-Sponsored Events.			
Contact Person/Dept.: Helen Kerstein/PW		Phone Number: (310) 253-5618	
Fiscal Impact: Yes ☐ No ☒		General Fund: Yes ☐ No ☒	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Commission Action Required: Yes ☐ No ☒		Date: _____	
Public Notification: (Email) Meetings and Agendas – City Council (08/18/10); (Email) Downtown Business Association (); (Email) Chamber of Commerce (); (Email) IndieCade (); (Email) Share our Strength (); (Email) Culver City Exchange Club (); (Email) AAA Flag and Banner ()			
Department Approval: Charles D. Herbertson(07/29/10)		City Attorney Approval: Carol Schwab (by H. Baker) (08/02/10)	
Chief Financial Officer Approval: Jeff Muir (by M. Noller) (08/04/10)		City Manager Approval: John M. Nachbar (08/18/10)	
<u>RECOMMENDATION:</u> Staff recommends the City Council approve a pilot program for the placement of banners on street light poles in Culver City for City- and Redevelopment Agency (Agency)-sponsored events. <u>BACKGROUND:</u> Culver City Municipal Code (CCMC) §17.330.040.B.7 allows the City and/or Agency to place banners in the public right-of-way relating to civic events or activities that are either organized or sponsored by the City and/or Agency. Consistent with the provisions of this Section, the City currently has a process for allowing the organizers of City- and Agency-sponsored events to apply for the placement of banners over the public right-of-way at three locations: Washington Boulevard at Walgrove Avenue, Overland Avenue in front of the Veteran’s Memorial Building, and Sepulveda Boulevard near Berryman Avenue. However, the City has not had a similar process in the past for allowing organizers of sponsored events to apply to place banners on street light poles. Because the City Council has not considered the policy question of whether to allow the use of street light poles for City- and Agency-sponsored events, the use of these poles has been limited to City and/or Agency-organized events and activities (for example, the Agency has placed such banners on Culver Boulevard for the winter holidays and on Washington Boulevard for the “Here Now There Then” public art project). <u>DISCUSSION:</u>			

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Recently, staff has received requests from organizations interested in placing banners on street light poles in order to provide additional publicity for their City- and/or Agency-sponsored events. Given the interest in allowing these banners and the potential for them to provide valuable promotion for sponsored events, staff recommends establishing a program to allow for the placement of banners on the City's street light poles for City- and/or Agency-sponsored events.

Staff recommends initially implementing a pilot program on Culver Boulevard in Downtown Culver City, since this is an area where the placement of banners is frequently requested and there are already brackets installed at appropriate locations. If this pilot program is successful and there is demand for additional locations, staff anticipates seeking the City Council's policy direction on expanding the program to other commercial corridors.

Staff suggests that this street light pole banner program be modeled after the existing program for banners over the public right-of-way. Similar to that program, use of the street light poles in the pilot program area would be limited to banners relating to civic events or activities that are organized or sponsored by the City and/or Agency as permitted under CCMC §17.330.040.B.7. Organizers would go through an application process established by the Public Works Director/City Engineer, which would be very similar to the one that exists for banners over the public right-of-way. Upon approval of the applications, the street light pole banners would be installed and removed by the City's designated contractor under the existing contract approved by City Council on February 22, 1010.

Organizations interested in placing banners on the street light poles in the pilot program area would be required to pay the full cost of the design and fabrication of the banners, unless the City's and/or Agency's sponsorship included funds to cover those costs. In addition, event organizers would be required to pay the same banner permit and installation fees that are currently assessed for the three banner locations over the public right-of-way. See Attachment 1 for a listing of the relevant costs associated with the placement of banners on the street light poles.

It should be noted that the City and Agency have a Memorandum of Understanding (MOU) with the Chamber of Commerce, which covers banner installation. It specifically provides for the City to install banners, as City resources permit, at any or all of the three locations over the public right-of-way, if available, and waive applicable fees. However, as the street pole locations are not identified in the MOU, if the Chamber desires to utilize these locations in the pilot program area, then it would have to pay for the associated costs, unless the Council and/or Agency took separate action to amend appropriate funds to cover those costs.

FISCAL ANALYSIS:

Staff proposes that all costs associated with street pole banners, including fabrication, permits and hanging/removal, be borne by the event organizers. Thus,

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there would be no direct costs to the City and/or Agency associated with this program, although there would be some minor staff time required to process additional applications. This commitment of staff resources is expected to be small, especially if the City initially implements a pilot program on Culver Boulevard as is suggested.

Currently, the organizations would have to pay for the permit fees, and fabrication and hanging/removal costs unless a separate action was taken by the City Council and/or Agency Board to waive those fees/costs and appropriate funds for those activities as part of the City's and/or Agency's sponsorship of the event. If the City chooses to establish a cash sponsorship program for City- and Agency-sponsored events, as is proposed in another agenda item presented this evening, then organizations could choose to use some or all of their sponsorship funds toward the costs relating to the street light pole banners.

ATTACHMENT:

1. Costs Associated with Hanging/Removal of Street Light Pole Banners

MOTION:

That the City Council:

1. Approve a pilot program for the placement of banners on street light poles in Culver City for City- and Agency-sponsored events.