

Monument Sign Licensing Program Overview (Draft)

Applicability

- The Licensing Program would govern the leasing of sign panels displaying a business name ("Business Panel") on City-owned monument signs in Town Plaza.
- Two Monument signs will be installed in Town Plaza with six Business Panels per sign.

Eligibility

- The Program would be eligible for five properties that currently lack visibility from Culver and Washington Boulevards. The five properties are located at 9426 and 9432 Washington Boulevard, 9300 and 9500 Culver Boulevard, and 3912 and 3918 Van Buren Place (collectively, "Eligible Properties").
- The owners of the Eligible Properties, or the businesses located on the Eligible Properties (with the owners' consent), would be eligible to license a Business Panel on one or both the monument signs, per availability.

Annual Maintenance Fees

- A Business Panel would consist of one 3'-5 ¾" x 11 ½" panel located on a monument sign at either the intersection of Main Street and Culver Boulevard or Ince and Washington Boulevards. There are six Business Panels on each monument sign. Business and/or property owners would be responsible for the one-time fabrication cost of the Business Panel, which will vary depending on the quote from the City's fabricator.
- It is proposed that an annual maintenance fee of \$500, per business, will be required to fund ongoing maintenance. The maintenance fee will cover routine maintenance (i.e., lighting replacement and landscaping) and non-routine maintenance (i.e., limited damage) to the sign and potential replacement (if the City desires.)
- The annual maintenance fee would be due upon the first anniversary of the license agreement's execution and subject to annual CPI adjustments.

License Application and Procedures

- Property owners and businesses would be required to apply to participate in the program and receive a license for a Business Panel. The license would be renewable on an annual basis via the execution of a license agreement.
- Fees for the fabrication of the Business Panel, and annual maintenance fee would be due at application submission.
- Businesses would be able to apply to license a Business Panel on both signs, space permitting. If approved, businesses would be required to pay for the fabrication of two Business Panels, however the maintenance fee would remain at \$500 per year.

Participation

Terms of this Program would be as follows:

- Applicant would execute a license agreement with the City. The license agreement would renew annually and would require the applicant to be the owner of or have a current lease in an

eligible property. Tenant applicants must demonstrate owner consent to apply to license a Business Panel.

- Applicant would pay a one-time fee to cover the cost of fabrication per Business Panel.
- Applicant would pay an annual maintenance fee of \$500, subject to CPI adjustments, to fund ongoing maintenance and repairs. This fee is required per business, not per Business Panel.
- The City would reserve the right to remove the monument signs and/or terminate the Program at any time. Licensees would be entitled to a refund of the pro-rated amount of the annual maintenance fee for any remaining months left in the license term.

Message Limitations

- City would retain control over the nature of Business Panels accepted for posting on the monument signs and maintain its monument signs as a nonpublic forum with viewpoint neutral subject matter restrictions.
- Only Eligible Properties may participate in the Program and receive a Business Panel. No office, medical, educational, political, religious, or other institution will be eligible to obtain a Business Panel. Merchandise sold to fund-raise or as an ancillary use are not eligible to obtain a Business Panel.
- The content of the Business Panel must be approved by the City prior to posting and must adhere to the sign design specifications.
- The Business Panel will only include the name of the licensee's business, and the business's logo, if so desired. No other content is permitted, and the Business Panel shall not include offensive material, symbols, or images as determined by the City.
- The Business Panel shall not include animation, flashes, or changeable copy. A Business Panel may be updated if the licensee's business name, location, or logo changes, provided the location is still eligible to be featured on the monument sign.
- Businesses that sell products, goods, and services related to adult themes, smoking, firearms, alcohol, or cannabis would not be eligible to obtain a Business Panel.
- Any Business Panel that is in violation of this Program would be removed immediately by the City. Licensee may appeal removal to the City Manager in writing within five business days of removal.

Termination

- Use of the Business Panels would coincide with the corresponding business' tenancy. The Business Panel shall be removed when the corresponding business' lease expires or the business ceases operation.
- The Business Panel and license agreement with the City are non-transferable. The annual maintenance fee would be non-refundable unless City terminates the Program.

Availability

- Business Panels and their location on the monument sign would be available on a first come, first served basis.
- In the event more applications are received than Business Panels exist, a lottery system would be implemented to determine which business/property owner will receive a Business Panel. Following the initial application period and full occupation of all Business Panels, a wait list would be established by the City in order to accommodate future users.