

ATTACHMENT 3



Culver **CITY**
CENTENNIAL
CELEBRATION

TO CULVER CITY CITY COUNCIL

**FROM: CULVER CITY CENTENNIAL CELEBRATION COMMITTEE
(CCCCC)**

**RE: REQUEST FOR WAIVER OF CERTAIN STREET BANNER
RESTRICTIONS**

Background

A significant component of our mission is to market the centennial in a manner that will reach as many residents as we can and provide opportunities for participation from all segments of our community.

In furtherance of these goals we partnered with the CCUSD in creating a district wide art contest open to all Culver City schools at all grade levels, with the theme “What I like most about Culver City”. As a result we now have thirty-six different design winners at each grade level from all five elementary schools, Middle School and the High School. The winning designs will be placed on approximately 216 pole banners throughout the City. Each banner will feature the City Seal and CCCCC Logo on the top portion, one of the thirty-six winning designs, and the logo of one of our Platinum Level Sponsors on the bottom portion. Interspersed between these school-designed banners will be banners featuring the Centennial Logo and City Seal (see attachment).

Section 5(E)vi of the MOU between Culver City and CCCCC provides that the City Manager may provide “Waiver of banner permit and installation fees for the placement of banners or street signs promoting the Centennial Celebration and CCCCC-produced Activities.” Attached is a detailed report by Board Member Marcus Tiggs, providing plans for the design and location of our banners and other marketing pieces.

By policy or practice, the City Council has authority to consider waiver of certain banner restrictions

Requests

1. Waiver of the 30-day limitation on pole banners and any other geographic or time restrictions which may impede CCCCC’s ability to display its banners over the one-year celebration.
2. Waiver of permit and installation fees in connection with the display of banners.

PAUL A. JACOBS

President, CCCCC

In furtherance of the effective promotion and marketing of the Culver City Centennial Celebration, the Culver City Centennial Celebration Committee (the “Committee”) requests from the Culver City Council (the “Council”) various waivers/exceptions to the City Municipal Code (the “Code”) or policies.

Summary: The marketing plan of the Committee includes installation and permanent display of vertical banners at over 200 pole locations throughout the City for approximately one year commencing September 2016 through September 2017. The Code limits vertical pole banners for a 30 consecutive day period (up to four times per year). Furthermore, City policies allow installation of non-city controlled vertical banners only in the Downtown area (“DTCC”). The Committee requests an exception to the duration and location limitations. In addition, subject to Council’s approval, the Committee intends to produce and install: 1) Centennial Flags (to be displayed on all City building flagpoles (below the Official City Flag as defined under MC§1.03.010), 2) a 20’x40’ Centennial vertical banner to be affixed on the north side of the VMB tower, and 3) Centennial branded decals on all City vehicles.

1. Vertical Banners

Background: The Committee has partnered with the CCUSD in creating a district wide art contest open to all Culver City schools at all grade levels, with the theme “*What I like most about Culver City*”. As a result, thirty-six (36) different design winners have been selected (at each grade level from all five (5) elementary schools, Middle School and the High School). The winning artwork designs will be placed on approximately 216 pole banners throughout the City. Each banner will feature the City Seal and the Committee logo on the top portion, one of the thirty-six winning designs, and the logo of one of our Platinum Level Sponsors on the bottom portion. Interspersed between these school-designed banners will be non-artwork banners featuring the Centennial logo/branding. See Attachment 1(a).

Vertical Pole banners are allowed under the Code in certain circumstances relating to a City sponsored (in whole or in part) event/celebration. See CCMC §17.330.040.B.7. While the Code does not identify locations per se where vertical pole banners may be erected in the public-right-of-way, a written policy dated June 2015¹ (the “Policy”) identifies DTCC as the allowed location for vertical banner installations and three (3) static locations for cross the street banners.² In practice the City has installed permanent/long-term pole banners in selected other areas typically to identify the particular area/events (e.g. Arts District, The Hub, Culver Village, West Washington).

Requests: The Council authorize the installation of:

- 1) Vertical Pole Banners at identified locations for a duration from September 2016-2017. See Attachment 2.
- 2) Non-artwork banners (interspersed) notwithstanding it does not include “*sponsored in part by the City*” language as required by the Policy.

Conflicts:

DTCC: approx. 25 poles are available and typically used for pole banners (Wash/Culver to Main). While the banners change depending on the month and event, in some instances a particular event will use all 25 poles, hence creating a conflict with the Committee’s desire to

¹ Culver City Policy, Requirements...for Installation of Banners in the Public Right-of-Way, dtd June 2015 (Public Works Dept., Engineering Div.). See Attachment 4.

² Washington Blvd. at Walgrove Ave; Overland Ave in front of VMB; and Sepulveda near Berryman Ave.

install approximately 12 banners. Actual conflicts will occur during the months of November 2016-January 2017, May-June 2017 and August 2017. After conferring with City staff the proposed de-confliction method is essentially the reduction of poles available from 25 to 13 for non-Committee banners, as follows:

Banner/Organization	Time Period	Customary # of Poles	Reduction to
Holiday	11/2016-1/2017	20	12
Film Festival	5/2017-6/2017	13	6
Affair of the Arts	5/2017-6/2017	10	6
Fiesta La Ballona	8/2017	25	12

See Attachment 3 for additional details.

Non-DTCC areas: Unlike the DTCC area, certain defined areas have (or propose to have) permanently installed banners, e.g. West Washington³ [Inglewood to Behthovan], Culver Village [Sepulveda from Ice Rink to Culver], The Hub [Washington from Robertson to Helms], and Arts District⁴ [Washington from Helms to Fairfax] (collectively referred to as “Permanent Banners”).

Conflicts in these areas are presently being reconciled with staff with a proposed solution that Centennial Banners will be interspersed with the Permanent Banners.

2. Vertical Banner Affixed to Veteran’s Memorial Building tower

Background: The Committee is in the design phase of producing a 20’X40’ Centennial banner with the intent of having it affixed to the side of the VMB tower facing north (See Attachment 1(b)). It is believed this banner, if approved, would further promote the awareness of our yearlong Centennial celebration. Committee staff has been in direct communications and coordination with city staff (Public Works and PRCS Departments). A site survey is scheduled with the banner installation contractor and Public Works to determine the logistics of hanging the banner.

Request: Authorize the affixing a 20’X40’ Centennial banner to the north side of the VMB for the duration of September 2016 through September 2017.

3. Centennial Flags on City Flagpoles

Background: The Committee has designed an official Centennial Flag to promote and increase awareness on our 100-year anniversary (See Attachment 1(c)). Specific approval from the Council is required to allow the Committee to display the Centennial Flag on City property.

Request: Authorize the display of the Centennial flag on all City flagpoles below the City flag for the duration of September 2016 through September 2017.

4. Decal/Bumper Stickers for City Vehicles

Background: The Committee is in the process of designing a decal/bumper sticker with the Centennial branding. The intent is this would be affixed on all official City vehicles, again promote and increase awareness on our 100-year anniversary. Specific approval from the Council is required to allow the Committee to display the Centennial Flag on City property.

Request: Authorize affixing the Centennial branded decal/bumper sticker on all official City vehicles.

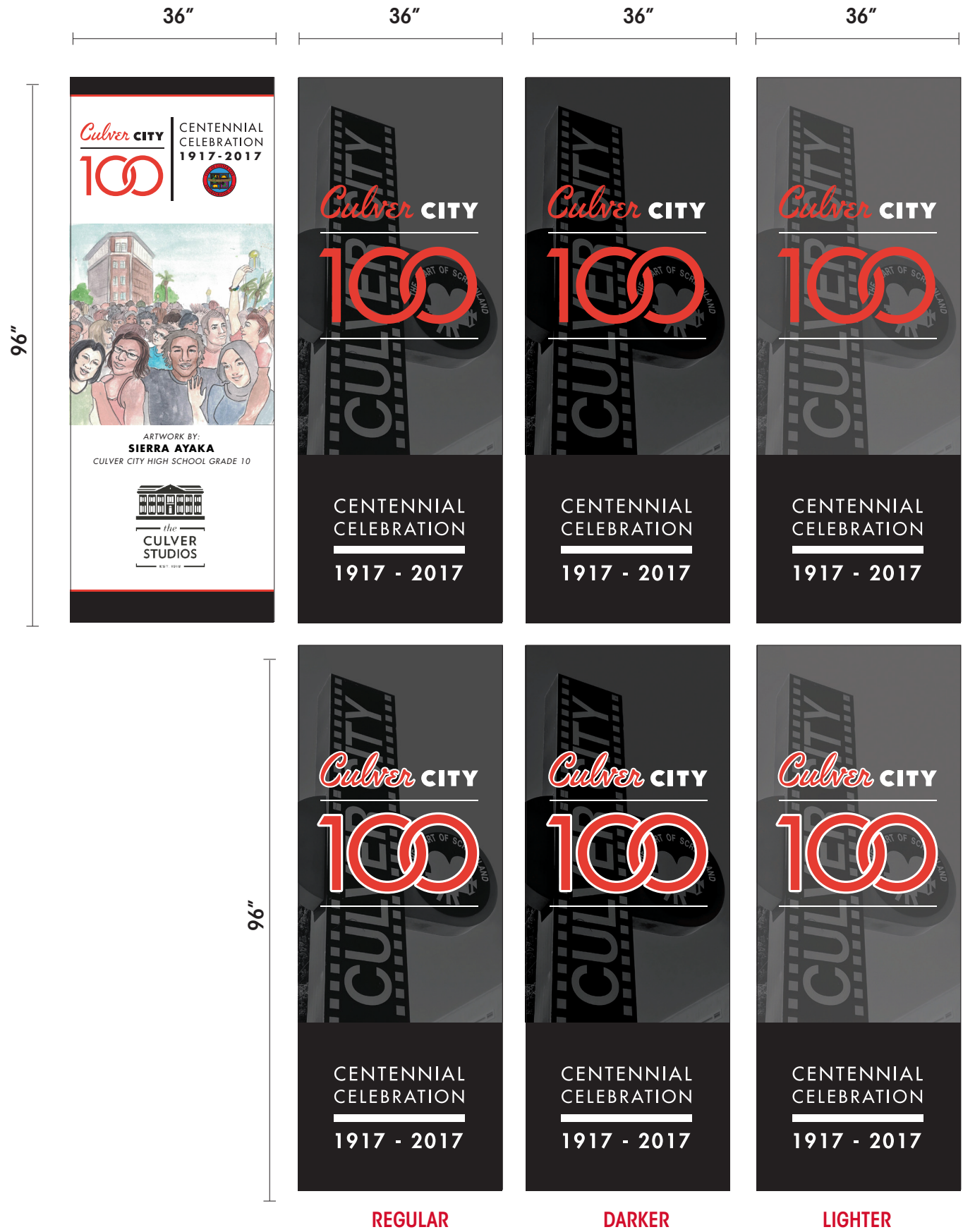
³ Approximately 30 Banners. In design/production phase with an anticipated installation date of 10/8/2016.

⁴ Approximately 45 Banners. In design/production phase with an anticipated installation date of 10/1/2016.

5. Waiver of Fees

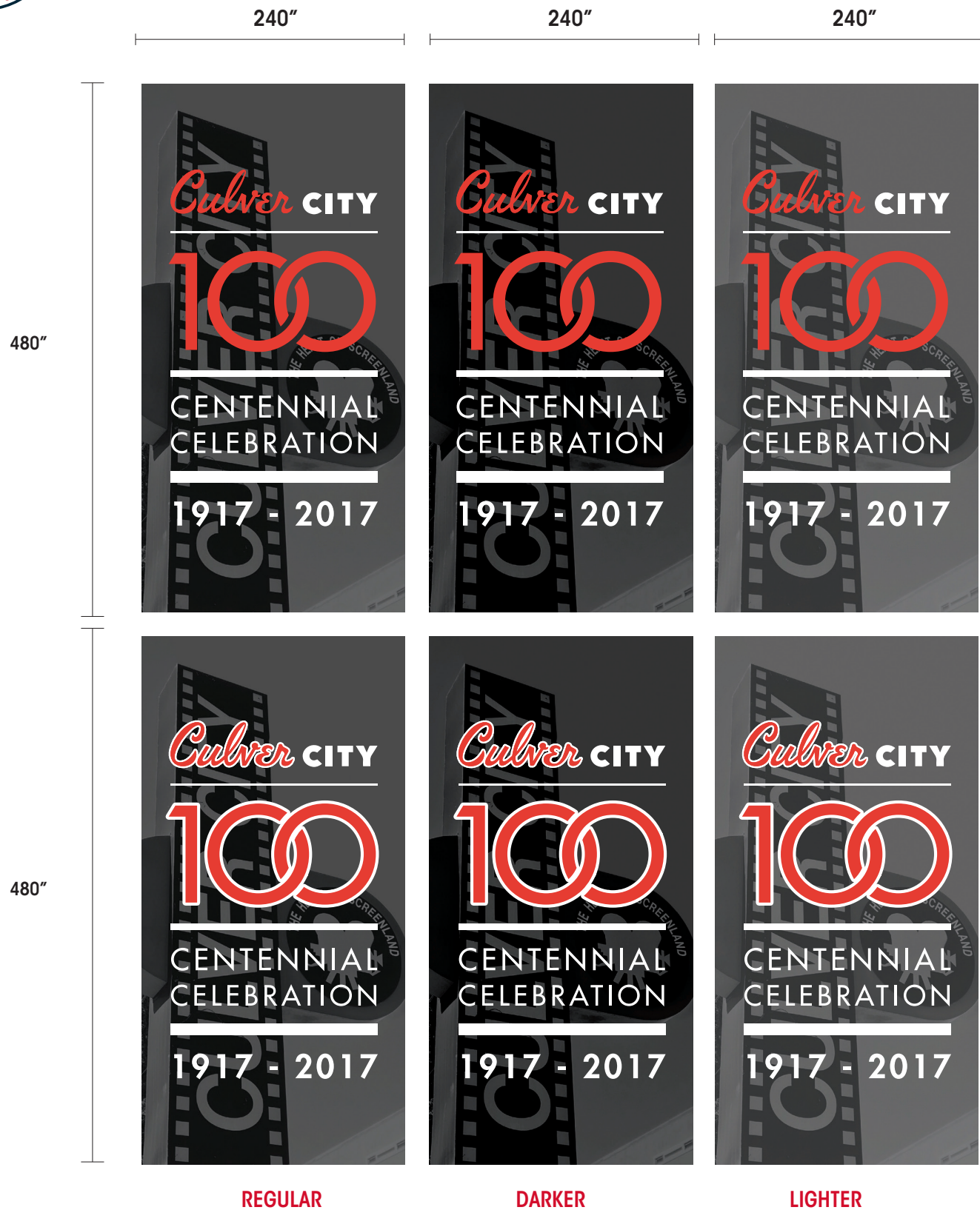
Background: City permit fees and technology surcharges apply for installation of banners. Section 5(E)vi of the MOU between Culver City and the Committee provides that the City Manager may provide “Waiver of banner permit and installation fees for the placement of banners or street signs promoting the Centennial Celebration and CCCCC-produced Activities.”

Requests: While the Committee has budgeted the costs associated for the installation/removal of the banners it request waiver of the City permit and technology fees.



POLE BANNERS

Attachment 1(a)



TOWER
BANNER

Attachment 1(b)



Attachment 1(c)

Proposed Centinnial Vertical Pole Banner Locations

Pole Location		# of Poles
DTCC (Wash/Culver-Venice to Main)		10
Culver		
1	La Salle to Lincoln	6 Cedar-Sinai
Jefferson Blvd		
2	Transfer Sta (E Boundary) to Hetzler	6
3	Hetzler to Duquesne	6
4	Duquesne to Overland (ES)	6
5	Duquesne to Overland (WS)	6
6	Kinston to Sawtelle (East Side)	6
7	Sawtelle to Playa	6 Sorrentos
8	Overland/Culver	6 Sony
10	Robertson (Venice to Washington)	6
National		
11	Washington to Hayden (SS)	6
Duquesne		
12	East of Jefferson up to BB Field (SS)	6
13	East of Jefferson up to BB Field (NS)	6
Washington Blvd		
14	Fairfax to La Cienega	6
15	Helms to La Cienega (NS)	6
16	Helms to La Cienega (SS)	6
17	Overland (Intersection)	6 Sony
18	Tilden to Elinda	6
19	Sepulveda to Berryman (NS)	6
20	Sepulveda to Berryman (SS)	6
21	Berryman to McLaughlin (NS)	6
22	Berryman to McLaughlin (SS)	6
23	McLaughlin to Atlantic (NS)	6
24	McLaughlin to Atlantic (SS)	6
25	Atlantic to Inglewood (NS)	6
26	Atlantic to Inglewood (SS)	6
27	Inglewood to Grandview	6
28	Grandview to Centenela	6
29	split at Wash Pl (Zanga)	6
30	Beethoven to Michael (SS)	6
31	Michael to Glencoe (SS)	6
32	Atlantic to McLaughlin	6
Sepulveda Blvd		
33	Venice to 405 fwy	6
34	405 fwy to Washington Pl	6
35	NB-Ice Rink to Culver	6
36	X-Washington Pl	6 Titos
37	Sawtelle to Berryman (ES)	6
38	Sawtelle to Berryman (WS)	6

Pole Location		# of Poles
39	Berryman to Playa (ES)	6
40	Berryman to Playa (WS)	6
41	90 fwy to Green Valley (ES)	6
42	90 fwy to Green Valley (WS)	6
43	NB- from Play (adj Westfields)	6
Bristol		
44	Doverwood to Green Valley	6 GSW
Slauson		
45	Buckingham (NWB entrance CC)	6
46	Speulveda to Hannum	6
Fox Hills		
47	Buckingham (adj to FH park)	6
48	Centenela (North Green Valley)	6
Sawtelle		
49	Intersection @ Culver	6
50	Intersection @ Washington	6
Total*:		304

***Note:** Total is greater than needed to account for issues with locations (e.g. obstructions)

Downtown Culver City Vert. Poles & Citywide X-Street Banner De-Conflict

Month	Event	Vertical # Poles	Location(s)	Horz. X-Street #	Locations(s)	Duration	Comments/de-conflict
Aug.	Fiesta	25	DTCC	3	Sepulveda Overland Wahsington	8/1 - 8/29	Conflict in 2017 Propose FLB reduce to 12 poles
Sept.	Indiecade	25		Pole/25		9/21 to 10/26	None as Indiecade will not be in CC
Oct.	West Basin Water			1	Overland	10/11 - 10/25	
	Taste of W.Wash			1	Washington	10/5 - 10/18	
Nov.	Holiday	20	DTCC			11/6 - 1/6	Conflict in 2016 Propose Holday reduce to 12 poles
Dec	MLK			2	Sepulveda Overland	12/16 - 1/17	
Jan							
Feb.							
Mar.	CC Healthy Family 5k			2	Sepulveda Overland	3/17 - 4/17	
Apr.	Car Show			3	Sepulveda Overland Wahsington	4/14 - 5/15	
May	Film Festival	13	DTCC			5/16 - 6/10	Conflict in 2017 Propose to 6 poles
	Affair of the Arts	10	DTCC			5/16 - 6/19	Conflict in 2017 Propose reduce to 6 poles
Jun.	Culver Mustic Festival			3	Sepulveda Overland Wahsington	6/23 - 8/12	
	Chamber Biz Expo			3	Sepulveda Overland Wahsington	6/6 - 6/23	
Jul.	Exch Club 4th July			3	"" ""	6/5 - 7/5	



POLICY, REQUIREMENTS AND APPLICATION PACKET FOR INSTALLATION OF BANNERS IN THE PUBLIC RIGHT-OF-WAY

Revised June 2015

The City of Culver City (City) has a program allowing for the installation of eligible banners across 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; as well as on street light poles along Culver Boulevard in the Downtown area (collectively, "Banner Locations"). The Public Works Department processes all applications for the installation of eligible banners in the Banner Locations. Applications are available at the Public Works Department, Engineering Division Desk, located on the 2nd Floor of City Hall, 9770 Culver Boulevard, Culver City, CA 90232. The following sets forth the City of Culver City's policy and requirements regarding the installation of banners in the Banner Locations.

Policy and Requirements:

- The City reserves the right to preempt the use of any Banner Location at any time for an emergency and/or if necessary to protect the public health, safety or welfare.
- Eligible banners must be for the purpose of promoting a civic event or activity that is organized or sponsored by the City of Culver City or Culver City Successor Agency. (See CCMC § 17.330.040.B.7 for additional information regarding eligibility criteria.)
- If the City receives multiple requests for banners for the same dates and Banner Locations, then priority will be given to City or Successor Agency events. After priority is given to those events, priority will then be determined by the order applications are received.
- Applications will be held, but not acted upon until six weeks prior to requested installation.
- The applicant must pay all permit and installation fees at the time of application unless those fees have been waived by action of the Culver City City Council and/or Culver City Successor Agency Board and funds are available.
- After approval of the application, the applicant must make arrangements to get the banners to the City's approved contractor, The Amgraph Group, 13401 Satcoy St., North Hollywood, CA 91605; (818) 301-5353. Banners should be at Amgraph as soon as possible, but not later than fourteen days prior to the date requested for the banners to be installed. Amgraph will work with the applicant to ensure timely receipt of banners, including pick-up from applicant's location, as necessary.
- Up to a month of display time is allowed (pending availability), but no more than fourteen days of display time can be guaranteed. Regardless of the installation date, the banner shall be removed by the approved contractor within three business days of the expiration of the permit. After removal, banners will be stored at Amgraph unless otherwise requested by the applicant.
- The City is not responsible for any errors in the text or manufacturing of banners.

- An image showing the design (including all text) and the dimensions of the banners shall be submitted with each application.

Basic Banner Design, Manufacturing, and Guidelines:

- Successful banners consist of simple, contrasting colors with big bold lettering. Small lettering and numerous words are difficult to read when driving down the street.
- Only banners manufactured to the specifications enumerated below will be accepted.
- It is recommended that you do not have the banner manufactured before obtaining approval of the design from the Department of Public Works.

Banner Specifications:

All Banners

- 1) All banner(s) are subject to approval of the Department of Public Works prior to installation. Those banners not meeting the below specifications may be rejected.
- 2) Banners must be fabricated by companies who normally do so as a regular part of their business.

Over the Public Right-of-Way Banners

- 1) Maximum size is 24' x 3'.
- 2) Banners must be made of reinforced fabric capable of withstanding heavy wind loads (2 ply 13 oz. vinyl or 2 ply vinyl mesh suggested, or as required under contractor's insurance).
- 3) 6" x 6" air vents must be placed every 4'. Air vents are not needed if banner is 24 sq. ft. or less or if banner is made of mesh type material allowing air to pass through.
- 4) No. 4 grommets must be placed every 3'.
- 5) 100' of 3/8 nylon rope must be sewn in the top and bottom hem. The length of the rope will be centered in the banner with excess rope extending out on all four corners.
- 6) The text of all banner(s) must include a visible and prominent notation that the event is sponsored in part by the City or Successor Agency, as applicable.

Street Light Pole Banners

- 1) Maximum size is 3' x 8' for street light pole banners, unless otherwise approved by the Public Works Director.
- 2) Material should be blackout vinyl.
- 3) Finishing should include a 3" sleeve at top and bottom, 1" nylon webbing reinforcing the sleeve ends, and a no. 1 grommet just below the top sleeve and above the bottom sleeve on one side of the banner.
- 4) The text of all banner(s) must include a visible and prominent notation that the event is sponsored in part by the City or Successor Agency, as applicable. Seventy-five percent of the banner face must be dedicated to artwork or text describing or publicizing the event rather than non-City or Successor Agency sponsorship information.

Fees for Over the Public Right-of Way Banners (As Established By City Council Resolution):

Application Fee: \$119

Installation Fees:

One over the public right-of-way banner: \$490

Two over the public right-of-way banners: \$690

Three over the public right-of-way banners: \$885

Fees for Street Light Pole Banners:

Application Fee: \$119

Installation Fees:

1 street light pole banner: \$495

Between 5 and 9 street light pole banners: \$99.95 each

Between 10 and 24 street light pole banners: \$50.95 each

Between 25 and 49 street light pole banners: \$31.35 each

Between 50 and 99 street light pole banners: \$28.35 each

Note: There are roughly 25 light poles that accommodate 50 banners on Culver Boulevard in the Downtown area.

Note: All fees are subject to a 4% technology surcharge. If both over the public right-of-way and street light pole banners are requested, two separate application fees will be charged (one for each type of banner).

Here are some examples of the costs for some typical installations:

	One ROW Banner	Two ROW Banners	Three ROW Banners	25 Light Pole Banners	50 Light Pole Banners	25 Light Pole Banners and 2 ROW Banners
Permit	\$119.00	\$119.00	\$119.00	\$119.00	\$119.00	\$238.00
Installation/Removal	\$490.00	\$690.00	\$885.00	\$783.75	\$1,417.50	\$1,473.75
Tech Surcharge	\$24.36	\$32.36	\$40.16	\$36.11	\$61.46	\$68.47
Total	\$633.36	\$841.36	\$1,044.16	\$938.86	\$1,597.96	\$1,780.22

Application Form:

Fill out the attached application form clearly describing the event or activity and completing all requested information. Submit your completed application to the Department of Public Works.

If you have any questions, please call Beatriz Spies from the Department of Public Works at (310) 253-5600 or email Beatriz.Spies@culvercity.org.