



City of Culver City

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Staff Report Details (With Text)

File #: 19-1094 **Version:** 1 **Name:** Discuss: VMB Scrolling Marquee
Type: Minute Order **Status:** Reported to Council
File created: 3/27/2019 **In control:** PARKS, RECREATION AND COMMUNITY SERVICES COMMISSION
On agenda: 4/2/2019 **Final action:**
Title: PRCS - Discussion Regarding Options for a Proposed Replacement and/or New Scrolling Marquee at the Veterans Memorial Building.
Sponsors:
Indexes:
Code sections:
Attachments: 1. 2019-04-02 - ATT 1 Designs and Estimates for the Veterans Memorial Building Scrolling Marquee.pdf

Date	Ver.	Action By	Action	Result
4/2/2019	1	PARKS, RECREATION AND COMMUNITY SERVICES COMMISSION	recommended for approval	Pass

PRCS - Discussion Regarding Options for a Proposed Replacement and/or New Scrolling Marquee at the Veterans Memorial Building.

Meeting Date: April 2, 2019

Contact Person/Dept: Corey Lakin/PRCS-Administration
Phone Number: (310) 253-6682

Fiscal Impact: Yes ☐ No ☒ **General Fund:** Yes ☐ No ☐

Public Hearing: ☐ **Action Item:** ☒ **Attachments:** ☒

Public Notification: (Email) Meetings and Agendas - Parks, Recreation and Community Services Commission (3/29/19); (Email) Parks, Recreation & Community Service Department Updates (3/29/19)

Department Approval: Corey Lakin, PRCS Director (3/28/19)

RECOMMENDATION

Staff recommends that the Parks, Recreation and Community Services (PRCS) Commission discuss options and recommendations to staff for a proposed replacement and/or new scrolling marquee at the Veterans Memorial Building (VMB).

BACKGROUND

The Veterans Memorial Building is located at 4117 Overland Avenue, Culver City, CA 90230. It is at the

southwest intersection of Culver Boulevard and Overland Avenue. Currently, there is an inoperable marquee on front of the Veterans Memorial Building above the Rotunda Room.

A new marquee “screen” for Veterans Memorial Building was suggested by community members during the Parks and Recreation Master Plan Focus Group #2 on March 15, 2008. It later appeared in the Parks, Recreation and Community Services Department's Fiscal Year 2014-2015 Work Plan, as:

Veterans' Memorial Complex: Continue to seek sponsorships, partnerships and other funding opportunities to assist in continued improvements at the Veteran's Memorial Building including stage lighting, sound system upgrades and *an exterior scrolling marquee*.

In Fiscal Year 2017-2018, the City Council approved funding to replace the marquee because other funding sources had not been secured. The project was not completed during last fiscal year and was carried over to Fiscal Year 2018-2019.

At the December 4, 2018 PRCS Commission meeting, staff and the Commission discussed several options for replacing the broken marquee at Veterans Memorial Building. Options included:

- Replacing the current marquee with a new marquee in the same location - either same size or larger
- Place a new marquee on the corner of the Veterans Memorial Park
- Place a new marquee along Culver Boulevard or Overland Avenue
- Place marquees on the bus stops on Culver Boulevard and Overland Avenue
- Place a large screen on the Veterans Memorial Building Tower (one, two or four-sided).

After some discussion, Commissioners were interested learning more about retrofitting or replacing the current marquee on the Veterans Memorial Building. Additionally, there was interest hearing more about pricing and possible locations for a pillar-style design along Culver Boulevard or Overland Avenue

At the January 8, 2019 PRCS Commission meeting, further discussion ensued and staff was asked to bring back additional renderings and price estimates for electronic message signs at:

- The top of the building on the corner of Culver Boulevard and Overland Avenue - replacing the old broken marquee
- At front entrance located off of Overland Avenue
 - An electric sign on a pillar near the entrance
 - An electric sign on the building above the entrance
- Lettering/Address on the building

At the February 5, 2019 PRCS Commission meeting, Commissioners requested staff retain better quotes for the signs in three locations:

- Replacing the current marquee with a new, larger marquee in the same location
- An electric sign on a pillar near the main entrance to the building off of Overland Avenue
- An electric sign above/below the awning in front of the main entrance to the building

Additionally, it was desired that the renderings be posted on the City's website and on social media as well as included with this evening's report.

DISCUSSION

Staff has requested designs and cost estimates from several companies to provide the Parks, Recreation and

Community Services Commission with the options/designs requested. The designs and estimates from the two companies who responded designs and estimates are provided as Attachment 1.

FISCAL ANALYSIS

There is no fiscal impact associated with the discussion of this Agenda Item. The budget for the replacement marquee is \$225,000 set aside from the 420R - Recreation Facilities Reserve Fund (Capital Improvement Project Number PF016).

ATTACHMENTS

1. 2019-04-02 - ATT 1 Designs and Estimates for the Veterans Memorial Building Scrolling Marquee

MOTION

None required for a Discussion Item.