



City of Culver City

Mike Balkman Council
Chambers
9770 Culver Blvd.
Culver City, CA 90232

Staff Report

File #: 16-1186, **Version:** 1

Item #: A-1.

CC - Approval of (1) Amendment to the Corporate Pointe Master Sign Program to Authorize the Use of the City Logo; and (2) Related License Agreement for Use of the Logo.

Meeting Date: July 10, 2017

Contact Person / Dept: Elizabeth Garcia/CDD
Todd Tipton/CDD

Phone Number: (310) 253-5708 and (310) 235-5783

Fiscal Impact: Yes ☐ No ☒

General Fund: Yes ☐ No ☒

Public Hearing: ☐

Action Item: ☐

Attachments: Yes ☒ No ☐

Commission Action Required: Yes ☐ No ☒

Public Notification: (E-Mail) Meetings and Agendas - City Council (07/05/17); Corporate Pointe property owners (07/06/17); Chamber of Commerce (07/05/17)

Department Approval: Sol Blumenfeld, Community Development Director (06/30/17)

RECOMMENDATION

Staff recommends the City Council approve (1) an amendment to the Corporate Pointe Master Sign Program in order to authorize the use of the Culver City logo; and (2) a related license agreement for use of the logo.

BACKGROUND/DISCUSSION

In the early 1980's Corporate Pointe was entitled as a mid-rise office park with approximately 1.6 million square feet of office and ancillary retail use in nine buildings with five parking structures and surface parking. (See Attachment No. 1 - Corporate Pointe Location Map) At that time, a Master Sign Program was approved to ensure project signage was installed in a uniform manner, consistent with the requirements of the Sign Ordinance.

Construction of 700 Corporate Pointe (recently renamed C3 and readdressed 5800 Bristol Parkway) commenced in 2016 and will be completed later this year. The property owners are working to rebrand the area in order to attract quality office tenants including technology based businesses.

Part of the rebranding involves the proposed use of the Culver City logo in order to take advantage of Culver City's positive identity.

In May 2017, the City received requests from property owners at 100, 400, 600 and 700 Corporate Pointe to use "Culver Pointe" on new monument signs the owners want to install on their property for the purpose of uniformly identifying the area. The owners are also working to install a fourth sign on Caltrans property near the entrance to the Marina Freeway as part of the rebranding and to eliminate a blighted, unsightly property (See Attachment Nos. 2 and 3).

Master Sign Program amendments are typically processed administratively or as part of a development permit. In this case, City Council approval is being requested because (1) the City's logo is protected from unauthorized use; and (2) the property owners are seeking to rebrand the area with a new name using the "Culver" portion of the Culver City logo; and (3) the original approval for Corporate Pointe was part of a Master Sign Program that extends over several independent properties held under different ownerships.

Staff is recommending approval of the amendment to the Master Sign Program, including authorization to use the "Culver" portion of the Culver City logo, to rebrand the area and attract quality tenants including technology based businesses. If the City Council approves use of the logo, a license agreement will need to be executed setting forth the terms and conditions for its use.

FISCAL ANALYSIS

There is no fiscal impact associated with the amendment

ATTACHMENTS

1. Corporate Pointe Location Map
2. Property owner correspondence
3. Culver Pointe Sign Location Map

RECOMMENDED MOTIONS

That the City Council:

1. Approve an amendment to the Corporate Pointe Master Sign Program in order to rebrand the area Culver Pointe;
2. Approve use of the "Culver" portion of the Culver City logo;
3. Approve a license agreement regarding the use of the "Culver" portion of the Culver City logo;
4. Authorize the City Attorney to review/prepare the necessary documents; and

5. Authorize the City Manager to execute such documents on behalf of the City.