



City of Culver City

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Staff Report

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

Meeting Date: December 4, 2018

Contact Person/Dept: Corey Lakin/PRCS-Administration
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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 (11/29/18); (Email) Parks, Recreation & Community Service Department Updates (11/29/18)

Department Approval: Corey Lakin, PRCS Director (11/29/18)

RECOMMENDATION

Staff recommends that the Parks, Recreation and Community Services (PRCS) Commission discuss options 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 photo indicating the location of inoperable marquee is provided as Attachment 1.

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:

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.

DISCUSSION

There are several options for placing a new scrolling marquee at the Veterans Memorial Building, each with advantages and disadvantages:

1. Replace the current marquee with a new marquee.

By replacing the broken marquee with a new marquee in the same location, the infrastructure is there and no major changes would need to be made besides upgrading the electricity and internet connections. With new technology, the screen would be recommended to be larger to accommodate more messages and higher quality graphics, typically with a 2:1 width to height ratio. The marquee can be customized to include film strips or another design element.

Some of the challenges with the current location is that it is high on the building and not easily noticeable during the daylight. Additionally, the large trees along Culver Boulevard and Overland Avenue both block the view from the streets before getting to the intersection.

2. Place a new marquee on the corner of the Veterans Memorial Park.

By placing a new marquee on the corner of Culver Boulevard and Overland Avenue, it provides for a better line of sight and is closer to the street corner, becoming more visible, leading more people to read and acknowledge its contents.

The empty lawn on the corner of Culver Boulevard and Overland Avenue would obstruct the visibility of the filmstrip artwork, when look at the building from certain angles. While the marquee could be constructed in various ways to reduce the obstruction, it would still block someone's view of the artwork.

3. Place a large screen on the Veterans Memorial Building Tower (one, two or four-sided).

The most visible and iconic location would be to place the screen on the Tower itself. Being visible from major distances as well as close to the building, the currently empty Tower could be an amazing display that would make a tremendous statement throughout the community. Advertising space could be sold, helping to offset the cost of installation.

While the visibility would be optimal, the size of the screen and placement would likely be cost-prohibitive. For example, it could cost \$500,000 to \$1,000,000 for two screens to be located near the top of the Tower facing north and south along Overland Avenue, the project is well above the current budget. Additionally, this location would be the most intrusive to the neighbors due to no buildings or vegetation blocking the screens from homes.

Attachment 2 provides examples of marquee designs that were submitted to staff by vendors. Staff recommends that Parks, Recreation and Community Services Commission Members review and discuss these options. Based on the Commission's feedback, staff will seek additional information and estimates.

FISCAL ANALYSIS

There is no fiscal impact associated with the discussion of this Agenda Item.

ATTACHMENTS

1. 2018-12-04 - ATT 1 Location of the Inoperable VMB Marquee
2. 2018-12-04 - ATT 2 VMB Marquee Design Examples

MOTION

None required for a Discussion Item.