



City of Culver City

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Staff Report

File #: 19-874, **Version:** 1

Item #: A-2.

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

Meeting Date: February 5, 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 (1/31/19); (Email) Parks, Recreation & Community Service Department Updates (1/31/19)

Department Approval: Corey Lakin, PRCS Director (1/31/19)

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.

At the December 4th meeting of the Parks, Recreation and Community Services Commission, 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 Blvd. or Overland Ave.
- Place marquees on the bus stops on Culver Blvd. and Overland Ave.
- 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 Blvd. or Overland Ave.

At the January 8th 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 or Culver Blvd. and Overland Ave. - replacing the old broken marquee
- At front entrance located off of Overland Ave.
 - An electric sign on a pillar near the entrance
 - An electric sign on the building above the entrance
- Lettering/Address on the building

DISCUSSION

Staff has requested designs and cost estimates from three 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 will be shown during the Commission meeting.

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

ATTACHMENTS - None.

MOTION - None required for a Discussion Item.