



City of Culver City

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Staff Report

File #: 23-962, **Version:** 1

Item #: C-10

CC - CONSENT ITEM: Approval of a Request by the Downtown Business Association to Install Decorative Lights Across Main Street.

Meeting Date: May 22, 2023

Contact Person/Dept.: Elizabeth Garcia/Office of Economic and Cultural Development

Phone Number: (310) 253-5708

Fiscal Impact: Yes No

General Fund: Yes No

Attachments: Yes No

Public Notification: (E-Mail) Meetings and Agendas - City Council (5/18/2023); -Downtown Business Association (5/18/2023)

Department Approval: Jesse Mays, Assistant City Manager (5/12/2023)

RECOMMENDATION

Staff recommends the City Council approve a request from the Downtown Business Association to install decorative lights across Main Street.

BACKGROUND

The Downtown Culver City Business Improvement District (BID) provides a mechanism for businesses to levy assessments on themselves for, amongst other things, the maintenance and improvement of public areas within their business district. The BID Work Program is managed by the Downtown Business Association (DBA), in accordance with the Management Agreement between the City and the DBA.

The current Work Program was approved by the City Council on October 24, 2022 (Attachment 1). One of the primary goals of the Work Plan is enhanced beautification throughout the district. To this end, the DBA would like to collaborate with the City to improve the exterior lighting throughout Downtown Culver City and elevate the customer environment and experience.

DISCUSSION

On April 7, 2023, the DBA submitted a Street Use Permit for the installation of decorative street lighting across Main Street for a period of up to 10 years. The stringed lights feature 4" globes (color changing lights) in zig-zag design. The lights will be secured from the top of the existing cobra poles, with a ceiling of 18 feet at the lowest point. The DBA's contractor will maintain the lights on an as needed basis. (Attachment 2).

A Street Use Permit is required for the installation of the lights but does not allow the lights to remain on a permanent basis. If the City Council wishes to approve this request, a license agreement will be required to approve the extended period of installation in the public right-of-way and establish the maintenance obligations.

The City and the DBA executed a Memorandum of Understanding (MOU) in October 2022, which provides for partnership between the parties with regard to specific events and projects. However, the MOU does not include the requested lighting project; therefore, this requires approval by the City Council before it can be implemented.

FISCAL ANALYSIS

There is no fiscal impact to the City relative to the installation and maintenance of the proposed string lights on Main Street. The DBA will pay for all fees, installation, and maintenance costs, per the 2023 DCCBID Work Program.

ATTACHMENTS

1. 2023 Downtown Culver City Business Improvement District Work Program
2. Proposed Main Street decorative lights rendering

MOTIONS

That the City Council:

1. Approve the request from the Downtown Business Association to install decorative lights across Main Street;
2. Authorize the City Attorney to review/prepare the necessary documents; and,
3. Authorize the City Manager to execute such documents on behalf of the City.