

RESOLUTION NO. CC-0708-051

**A RESOLUTION OF THE CITY COUNCIL
OF THE CITY OF LAWNSDALE, CALIFORNIA,
ADOPTING COUNCIL POLICY NO. 89-07
PERTAINING TO STREET POLE BANNERS FOR CIVIC, PATRIOTIC OR
SPECIAL EVENTS OF GENERAL INTEREST**

WHEREAS, the City Council of the City of Lawnsdale has established a Council Policy Manual to set forth and identify policies of the City Council which may not otherwise be established in ordinances of the City, or which are restated to further amplify existing City policy; and

WHEREAS, all policies included in the Council Policy Manual are adopted by resolution; and

WHEREAS, the City Council has determined that there is a need to create a policy for banners on Hawthorne Boulevard within the City of Lawnsdale.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF LAWNSDALE, CALIFORNIA, DOES HEREBY RESOLVE AS FOLLOWS:

SECTION 1. That City Council has approved Policy No. 89-07, entitled "Street Pole Banners for Civic Patriotic or Special Events of General Interest", attached hereto and incorporated herein as Exhibit "A".

SECTION 2. The City Clerk's Department is directed to enter said policy into the Council Policy Manual.

SECTION 3. This Council Policy No. 89-07 shall take effect immediately upon adoption of this resolution.

PASSED, APPROVED AND ADOPTED this 6th day of August, 2007.

Harold E. Hofmann, Mayor

ATTEST:

State of California)
County of Los Angeles) SS

City of Lawndale)

I, Paula Hartwill, City Clerk of the City of Lawndale, California, do hereby certify that the foregoing Resolution No. CC-0708-051 was duly approved and adopted by the City Council of the City of Lawndale at a regular meeting of said Council held on the 6th day of August, 2007, by the following roll call vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

Paula Hartwill, City Clerk

APPROVED AS TO FORM:

Tiffany J. Israel, City Attorney

COUNCIL POLICY

<u>SUBJECT:</u> Street Pole Banners for Civic, Patriotic or Special Events of Public Interest	<u>POLICY NO.:</u> 89-07	<u>DATE ADOPTED:</u> 08/06/07
	<u>AUTHORITY:</u> Resolution No. CC-0708-051	

PURPOSE:

Provide for uniform design criteria, dimensions, construction requirements, installation costs, notification and city regulations concerning the hanging of street pole banners on the northbound and/or southbound side of approved locations on Hawthorne Boulevard within the City of Lawndale.

POLICY:

Permit Requirements:

All persons applying for Street Pole Banner Permits shall submit a Street Pole Banner Application no less than 30 calendar days in advance of the scheduled event. The application shall include a description of the civic, patriotic or special event being promoted, to include: date of event; requested location; number of banners and any other pertinent information necessary to accurately review the application. The application shall include, as an attachment, a scaled, replicated drawing of the street banner depicting the following: dimensions; materials; colors; logos and wording. The City's Community Services Director will review the application for approval within five working days of receipt of the application. Failure to provide a legitimate scaled, replicated drawing of the street pole banner and a fully completed Street Pole Banner Application will delay the approval process and may nullify the application in its entirety.

Qualifications:

Only Lawndale community-based, government, non-profit and civic organizations or associations will be considered for Street Pole Banner Permit(s). Additionally, only civic, patriotic or special events of general public interest which will take place within the geographical boundaries of the City of Lawndale are eligible to receive a Street Pole Banner Permit. City of Lawndale sponsored or hosted community events will be given banner hanging priority over agencies not directly affiliated with the City of Lawndale. "Lawndale community-based organizations" is defined as an organization formed for civic betterment serving one or more city groups and not specifically organized and conducted solely in support of city programs. A minimum of thirty percent of the membership of a community-based organization making the application for a Street Pole Banner Permit(s) must reside within or be employed within the City of Lawndale.

Dimension and Construction Requirements:

- Material:** Reinforced Vinyl - Minimum 13 Ounce
- Length:** 35 Feet (Minimum and Maximum)
- Height:** 3 Feet (Minimum and Maximum)
- Grommets:** Brass - 5/8" in diameter set at 1.5" from borders
- Grommet Spacing:** 24" along top and bottom edges and at each corner
- Background Color:** Solid White
- Text Colors:** Black, Navy Blue, Forest Green or Red (Maximum 2 Colors)
- Reinforcement:** Banner(s) must be reinforced along top and bottom edges to a minimum depth of 2"
- Production:** Banner(s) must be produced by a reputable company specializing in custom banner production.
- Extra Equipment:** City will provide clips (Carabiners) and ropes for installation purposes.

Note: The Street Pole Banner Application must be approved before the applicant arranges for the commencement of banner production. All banner(s) must be clean and considered in good, stable condition without rips, tears or missing corners. Banner(s) not meeting each and all of the above criteria, or applicants not providing the necessary supplies will not be granted an approved permit.

Installation and Permit Fees:

Street Pole Banner Permits will only be granted to Lawndale community-based, government, non-profit and civic organizations or associations. The City shall charge a fee of \$200 per approved Street Pole Banner to reimburse the City for staff time spent posting and taking down each banner. This fee is non-refundable and must be paid after an application is approved, upon delivery of the approved banner(s) to the City for installation.

Advertising:

Street Pole Banners must be free of corporate advertising such as, slogans, logos and/or pictures. However, slogans, logos, or event-promoting artwork from the applicant is acceptable. The City Manager or the Community Services Department Director may refuse to hang any street pole banners not adhering to any of the guidelines contained in this policy, even after a permit has been approved.

Banner Delivery and Pickup:

Street pole banners must be delivered to the Community Services Director, 14616 Grevillea Avenue, Lawndale no later than seven working days prior to the first scheduled posting date. A banner delivered to the Community Services Department less than seven working days in advance of the approved posting date is not guaranteed to be posted on time. Banners will be removed from the street location(s) the first working date following the event. Once a banner has been taken down by the City of Lawndale Public Works Department, the banner must be physically claimed by the applicant within five working days. Any banner not claimed within 10 working days from the date it was taken down may be disposed of. Banner(s) may be claimed from the Public Works Department, 4722 Manhattan Beach Boulevard, Lawndale.

CITY OF LAWNSDALE STREET POLE BANNER APPLICATION

APPLICANT:

Name of Agency: _____

Address: _____ City: _____

Telephone Number 1: _____ Telephone Number 2: _____

Applicant Name: _____

Applicant Address: _____

Telephone Number 1: _____ Telephone Number 2: _____

EVENT:

Event Title: _____ Event Date(s): _____

Location of Event: _____

Purpose of Event: _____

List of Activities: _____

Will event be open to the public? Yes: _____ No: _____

If no, please describe: _____

BANNER LOCATION AND DATES:

Please Check:

Hawthorne Blvd. Northbound: _____ Hawthorne Blvd. Southbound: _____

Requested Display Dates: First Date: _____ Final Date: _____

BANNER DESIGNER:

Name of Producing Company: _____

Company Representative: _____

Address: _____ City: _____

Telephone Number 1: _____ Telephone Number 2: _____

I hereby certify that I have received and reviewed the requirements for banner(s) and agree to abide by the terms and conditions contained therein. I further certify that I am making this application on behalf of an entity that (a) is a Lawndale community-based, government, non-profit or civic organization or association, which will be (b) conducting a civic, patriotic or special event of general public interest which will take place within the City of Lawndale, and (c) that I am authorized to make this application on behalf of this group.

Applicant Name (Print): _____

Applicant Signature: _____ Dated: _____

Submit completed application via hand delivery, mail or fax to:

City of Lawndale, Community Services Department,

Attention: Community Services Director,

14616 Grevillea Avenue, Lawndale, CA. 90260

Telephone (310) 973-3272) Fax (310) 676-9471

INITIAL APPROVAL:

Community Services Director Signature: _____ Date: _____

FINAL APPROVAL:

City Manager Signature: _____ Date: _____