

BANNER POLICY UPDATE

AUGUST 3, 2021



BACKGROUND

Council Direction

- City Council directed staff to address banner length of display, definition of terms and fee waiver exceptions.

Subcommittee Formed

- A subcommittee was formed comprised of Mayor Hadley; prior Councilmember Hersman; Policy and Management Analyst, Allie Latragna; Parks and Recreation Director, Mark Leyman; and Management Analyst, Linda Robb



PROPOSED CHANGES

Recommendations for Consideration:

- Policy Language updates
 - Policy reorganized for clarity, Definitions section added, Term “City-funded” removed
- Street Banner updates
 - Display period – maximum 14 days, reduced from 28 days
 - Maximum of 3 simultaneous locations (2 Downtown, 1 North Manhattan Beach)
- Pole Banner updates
 - Display period – not to exceed 14 days before event, except for longer term awareness campaigns
 - \$100 per day fee for late removal
 - Banners installed/removed by customer’s vendor
- “Free and Open to the Public” Policy Change
 - Events not free and open to the public prohibited



ORGANIZATIONS AFFECTED

Events not Free and Open to the Public

- Co-sponsored by the City
 - MBEF Wine Auction
 - TEDx
 - Grades of Green Fundraiser

- Not Co-sponsored by the City
 - American Martyrs Sophisticated Snoops
 - Sandpipers Holiday Homes Tour
 - Walk with Sally, White Night White Light

If policy is approved, staff recommends allowing these organizations to hang banners for their next event only.



RECOMMENDATIONS

Staff recommends that the City Council discuss and provide direction on the subcommittee recommendations:

- Updating Definition of Terms
 - Policy reorganized for clarity, Definitions section added, Term “City-funded” removed
- Street Banner updates
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