



**CITY OF MANHATTAN BEACH CITY HALL**

1400 Highland Avenue, Manhattan Beach, CA 90266

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**TO:** Honorable Mayor and Members of the City Council

**FROM:** Mark Leyman, Parks and Recreation Director

**MEETING:** City Council Regular Meeting, August 3, 2021

**SUBJECT:** Agenda Item No.10 – Subcommittee Recommendations to the City Banner Policy.

**DATE:** March 2, 2021

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## **ERRATA SHEET**

PowerPoint Presentation – Slide No. 4 – Change to “Walk with Sally, White Light White Night”.

# 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 Light White Night

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
  - Display period – maximum 14 days, reduced from 28 days
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  - Banners installed/removed by customer’s vendor
- “Free and Open to the Public” Policy Change
  - Banners for events not free and open to the public prohibited

