MEMORANDUM

TO: HONORABLE MAYOR & MEMBERS OF THE CITY COUNCIL
FROM: JOEL ROJAS, COMMUNITY DEVELOPMENT DIRECTOR
       CAROLYNN PETRU, DEPUTY CITY MANAGER AND INTERIM DIRECTOR OF RECREATION & PARKS
DATE: SEPTEMBER 18, 2012
SUBJECT: FOLLOW-UP REVIEW OF THE EXISTING PROGRAM FOR ALLOWING TEMPORARY NONCOMMERCIAL BANNERS IN DESIGNATED AREAS WITHIN THE PUBLIC STREET RIGHTS-OF-WAY AND THE POLICY ALLOWING PLACEMENT OF TEMPORARY BANNERS FOR CITY RELATED EVENTS ON CITY PROPERTY.

REVIEWED: CAROLYN LEHR, CITY MANAGER

Staff Coordinator: Abigail Harwell, Assistant Planner

RECOMMENDATION

1) Make no changes to the existing regulations for the placement of temporary non-commercial banners in the public right-of-way;
2) Eliminate one of the two banner backboards located at the intersection of Palos Verdes Drive East and Miraleste Drive; and
3) Approve changes to the City Sponsored/Co-Sponsored Temporary Banner Policy.

BACKGROUND

On October 4, 2011, the City Council conducted a public hearing and introduced Ordinance No. 527 to amend Section 17.76.050.D.4 of the Development Code to revise and clarify the requirements for the placement of temporary banners advertising noncommercial special events in the public street rights-of-way. At that time, the City Council also approved the placement of two (2) temporary banners at each of the following three (3) intersections:

- Hawthorne Boulevard and Indian Peak Road
- Crenshaw Boulevard and Indian Peak Road
- Palos Verdes Drive East and Miraleste Drive.

At the same meeting, the Council approved the “City Sponsored/Co-Sponsored Event Banner Policy” and the placement of two (2) temporary banners advertising City sponsored and co-sponsored offerings at the following City park sites:
City Council Meeting
Ordinance No. 527 - Temporary Banners in the Public Rights-of-Way and City Parks
September 18, 2012

- Fred Hesse Community Park
- Upper Point Vicente Park/Civic Center

The City Council also directed Staff to bring back the temporary banner program in nine (9) to twelve (12) months from the date of ordinance adoption to assess the effectiveness of the new banner placement requirements and newly approved banner locations.

On November 1, 2011, the second reading of Ordinance No. 527 was conducted and the new Code language went into effect on December 2, 2012, at which time the new banner locations became available for banner placement.

On March 6, 2012, in response to the public's initial reaction to the new backboards, Council directed Staff to repaint the temporary banner backboards and support poles in a non-reflective neutral color. Staff also recommended replacing the two backboards at Upper Point Vicente Park/Civic Center with one, two-sided backboard.

Pursuant to City Council direction, an assessment of the new banner placement requirements and locations is being presented to the City Council at this time.

DISCUSSION

Regulations for the Placement of Temporary Banners in the Public Right-of-Way

The revised and clarified regulations for placing temporary banner signs in the public rights-of-way went into effect on December 2, 2011. The main change to the pre-existing regulations was the inclusion of banner standards to achieve a more uniform appearance. More specifically, the size, color, material and graphic design, and overall appearance of the banners is now regulated. Since December 2011, the City has approved 47 applications for temporary banner placement. Staff believes that the new regulations are working effectively. Applicants have been abiding to the regulations and appreciate the uniformity of the regulations. Thus, Staff does not recommend any changes to the existing regulations.

Temporary Banner Locations in the Public Rights-of-Way

As previously noted, in October 2011, the City Council approved three new locations within the public rights-of-way for the placement of two temporary banner signs at each location. Provided below is a table that shows the distribution of these banner sign placement applications approved since December 2011. Although use of the three banner locations has varied over the last 10 months, with June and July being the period of least use, it should be noted that at the writing of this report all three banner locations have approvals for banner placement through mid-October.

<table>
<thead>
<tr>
<th>Banner locations:</th>
<th>Hawthorne Blvd &amp; Indian Peak Rd</th>
<th>Crenshaw Blvd &amp; Indian Peak Rd</th>
<th>Palos Verdes Dr East &amp; Miraleste Dr</th>
</tr>
</thead>
<tbody>
<tr>
<td>Approved requests:</td>
<td>22</td>
<td>16</td>
<td>9</td>
</tr>
<tr>
<td>TOTAL:</td>
<td>47</td>
<td></td>
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</tbody>
</table>
As shown, the Hawthorne and Indian Peak location is the most popular and the PVDE and Miraleste location is the least popular location among applicants. Additionally, as the PVDE and Miraleste location has been utilized the least, residents have expressed that the two existing banner backboards detract from the natural environment. As such, Staff is recommending that one of the two backboards at this location be eliminated, which will allow at least one banner to be posted on the eastern side of the hill while minimizing the presence of structures at this intersection.

Unpermitted Banner Signs at Other Locations

Staff continues to remove any temporary banners posted at non-permitted locations. Upon permission from the property owner whose property backs up to the intersection at Hawthorne Blvd & Silver Spur, Staff posted a small sign on their rear property line fence stating that it is private property and that any banners hung on this fence would be removed by the City. There has been a noticeably lower presence of banners hung at this intersection after the posting of the warning sign. Staff is currently working to receive permission to post another warning sign on the fence adjacent to the banner backboards along Hawthorne and Indian Peak to discourage additional non-permitted banners at this location, and anticipates receiving permission by October 2012.

Appearance of Sign Backboards

Some concerns were expressed with the color and treatment of the not-in-use backboards originally installed at each location, which were originally painted with a glossy green color and with the City’s logo on one of the two backboards. In response to the concerns, all of the backboards were painted in June 2012 with a matte off-white color that eliminated the City logo and blended better with the natural surroundings. The two backboards at Hesse Park were subsequently repainted a mild green color selected by the Pacific View Homeowners Association President. Staff has not received any recent complaints regarding the repainted banner backboards.

Temporary Banners for City Related Events and Programs on City Property

On October 4, 2011, City Council adopted a policy to address hanging banners promoting City sponsored and co-sponsored events at park sites. The policy designated locations for the display of banners, defined the length of time a banner could be displayed, and created an attractive uniform standard for the appearance of the banners.

During the trial period, the banners have been a very successful public communication tool and the locations at Hesse Park and City Hall have been used to promote numerous City sponsored and co-sponsored events including: Night at the Museum, Low Cost Pet Vaccination Clinics, July 4th Celebration, Shakespeare by the Sea, Pet Adoption events, Little Critter Reading programs, Junior Ranger Programs and Camps, Los Serenos Docent activities, Paddle Tennis Tournaments, Coastal Cleanup events, Free Paper Shredding events, Ranger-led Night Hikes, Breakfast with Santa, and Whale of a Day.

Based on experience gathered over the last 9 months since the program was initiated, Staff is proposing some modifications to the language in the City Sponsored/Co-Sponsored Temporary Banner Policy. The modifications, shown in underline and strike-through text in the attachment,
address the following main issues:

- Specifies that in addition to single-day special events, such as the July 4th Celebration or Whale of the Day, the banners may also be used to promote recreational programming that may occur on multiple days or locations, such as camps, classes and general recreational offerings.
- Allows for one banner to be located internally within a park that is not obviously visible from the public right-of-way. This is a current practice that was not captured in the original policy. These banners are typically smaller than the banners that are displayed on the backboards and target the patrons of the particular park.
- Clarifies that no more than three banners for the same event or program can be on display in the City at any given time. This provision was not included in the original policy.
- Clarifies that a banner cannot be displayed for more than thirty consecutive days, rather than 30 days in a calendar year. This provision is particularly important for City events and programs that repeat several times throughout the year, such as Little Critters Reading programs and the Ranger Night Hikes.
- Allows the Community Development Director to approve a City sponsored banner at the Council-approved Palos Verdes Drive East and Miraleste Drive location. Currently, the policy only allows City co-sponsored banners this ability. In particular, staff would like this flexibility in order to promote City sponsored recreational offerings on the east side of the community.

CONCLUSION

Based upon the comments received from the public, Staff believes that the revised temporary banner program is successful in providing organizations with a no-cost opportunity to advertise noncommercial events with relatively minimal impact to drivers or residents. However, due to the comments made by the public regarding the banner structures at the Palos Verdes Drive East and Miraleste Drive, Staff recommends only one banner backboard be provided at this location in order to continue allowing events to advertise in a different area of the City while also minimizing the signage at this location. Additionally, Staff is recommending changes to the City Sponsored/Co-Sponsored Temporary Banner Policy in order to clarify certain provisions and provide flexibility in promoting the City's events and programs in a controlled and attractive manner.

ALTERNATIVES

In addition to Staff's recommendation, below are alternatives for the City Council to consider:

1.) Maintain the current system of two temporary banner backboards at the approved locations;

2.) Eliminate, modify or propose new locations for temporary banner structures; or

3.) Eliminate the entire program and direct Staff to return with a Code Amendment proposal to remove RPVMC Section 17.76.050.D.4.
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Attachments:

- Ordinance No. 527
- Minutes from November 1, 2011
- Minutes from October 18, 2011
- Minutes from October 4, 2011
- Letters to the Editor from Palos Verdes Peninsula News, dated July 26, 2012
- Public comments received
- Revised City Banner Policy
ORDINANCE NO. 527

AN ORDINANCE AMENDING SECTION 17.76.050D OF THE RANCHO PALOS VERDES MUNICIPAL CODE TO REVISE AND CLARIFY THE REQUIREMENTS FOR THE PLACEMENT OF TEMPORARY NONCOMMERCIAL BANNERS WITHIN DESIGNATED AREAS WITHIN THE PUBLIC STREET RIGHTS-OF-WAY.

WHEREAS, Section 17.76.050 of the City of Rancho Palos Verdes Municipal Code (the "Municipal Code") sets forth various procedures and regulations regarding the provision of signage on private and public property within the City; and,

WHEREAS, since 1998, the City's Development Code allowed temporary special event banners or other signs for noncommercial organizations to be placed in the public right-of-way with City approval; and,

WHEREAS, on June 3, 2008, the City Council approved of the following three locations for the posting of 2 banners per location: Silver Spur Road and Deep Valley Drive; Hawthorne Boulevard and Locklenna Lane; and Palos Verdes Drive South and Palos Verdes Drive East; and,

WHEREAS, on June 9, 2010, Staff began issuing permits for the three locations; and,

WHEREAS, due to concerns raised by residents and applicants, on December 7, 2010, the City Council initiated a code amendment to eliminate the existing program that allows noncommercial organizations to place temporary banners or other signs in the City's right-of-way; and,

WHEREAS, on February 8, 2011, after notice issued pursuant to the requirements of the Rancho Palos Verdes Development Code, the Planning Commission held a duly noticed public hearing, and recommended to the City Council that the program be retained but that additional or alternative sign sites be identified, and that a more uniform sign program be created that would require specific size and sign colors for temporary banners; and,

WHEREAS, on July 19, 2011, after notice issued pursuant to the requirements of the Rancho Palos Verdes Development Code, the City Council held a duly notice public hearing, at which time they denied Staff's request to eliminate RPVMC Section 17.76.050.D.4, and adopted the Planning Commission's recommendation to preserve the existing ordinance regarding the temporary banner program with the inclusion of a limit of two banners at each designated location where temporary banners are allowed, and the Council
directed Staff to identify other suitable locations for the placement of temporary banners; and,

WHEREAS, on September 2, 2011, a public notice was sent to property owners within 500 feet of the proposed three new locations, the interested parties list, and previous applicants for temporary banners; and,

WHEREAS, on September 2, 2011, notice of a public hearing on the proposed amendments to Section 17.76.050.D.4 of the Municipal Code was published in the Palos Verdes Peninsula News; and,

WHEREAS, pursuant to the provisions of the California Environmental Quality Act ("CEQA") Class 3 – New Construction or Conversion of Small Structures, the code amendment is exempt from further CEQA analysis as this Class of exemptions allows construction of new, small structures in the public street rights-of-way where development for roads and sidewalks have already altered the land, and the proposed structures will not be causing further disruption outside of these areas; and,

WHEREAS, on September 20, 2011, the public hearing item was continued to October 4, 2011 in order to accommodate other agenda items; and,

WHEREAS, on October 4, 2011, the City Council held a duly noticed public hearing, at which time all interested parties were given an opportunity to be heard and present evidence.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF RANCHO PALOS VERDES DOES HEREBY FIND, DETERMINE, AND RESOLVE AS FOLLOWS:

Section 1: That the amendments to Title 17 of the Municipal Code are consistent with California Government Code Section 65853, zoning amendment procedures.

Section 2: That the amendments to Title 17 are consistent with the Rancho Palos Verdes General Plan and Coastal Specific Plan in that they uphold, and do not hinder, the goals and policies of those plans. Specifically, the modifications to Section 17.76.050.D4 will result in an aesthetically pleasing manner in which banners are displayed within the City's street rights-of-way.

Section 3: The City Council finds that the amendments to Title 17 are necessary to preserve the public health, safety, and general welfare in the area.

Section 4: Section 17.76.050.D.4 of Chapter 17.76 (Miscellaneous Permits and Standards) of Title 17 of the Municipal Code is hereby modified, to read as follows (language shown in strikethrough text for text removed and with underline text for new text):
4. Temporary special event or other signs for banners advertising special noncommercial organizations events may be placed in the public rights-of-way, pursuant to the following guidelines requirements:

a. For purposes of this section, special event signs shall be limited to signs which a temporary banner shall be permitted only to advertise a specific non-commercial activity event occurring on a particular specific date(s);

b. The advertiser of a special noncommercial event signs, written request shall submit an application to the director on the form provided by the City for this purpose. The application shall be made filed with the director no sooner than ninety days prior to the special event the first date when the banner will be posted. Applications shall be processed and approved on a first come, first served basis. The director shall approve the application for a particular location if it complies with the criteria set forth in this Section, and shall not deny an application based on the content of the noncommercial event that is being advertised or the content of the banner advertising the noncommercial event;

c. Signs The temporary banner shall be installed by the applicant only be placed at one of the locations in the City's street rights-of-way identified and designated by the director that have been approved previously by the City Council;

d. Signs Banners shall be securely attached to the structures that have been erected by the City for this purpose in a the manner prescribed by the director so as not to pose a traffic hazard and/or impede pedestrian or vehicular access or visibility within the public City's street rights-of-way;

e. For special event signs, Each noncommercial organization advertiser shall be limited to the placement of two one temporary signs banner within the City's public street rights-of-way per for each noncommercial special event;

f. For signs other than special event signs, Each organization advertiser of a noncommercial event shall be limited to the placement of two such signs special event banners within the City's public street rights-of-way per during each calendar year, commencing on January 1st of each year;

g. Each sign shall not exceed thirty-two square feet in size;
h.g. Each sign banner shall be displayed for a maximum period of thirty (30) days;

i.h. The special event signs banner shall be removed by the applicant within forty-eight twenty-four (24) hours of the event's after the conclusion of the event that the banner is advertising or of the end of the banner display period, whichever occurs first; and

j. Applicants shall submit to the director a deposit fee established by the city council in the form of cash, check or money order as security for the placement of signs in accordance to these guidelines. Failure to erect and/or maintain the signs in accordance with guidelines (b) through (h) of this subsection (subsections (D)(4)(b) through (D)(4)(h) of this section) shall result in the forfeiture of the security deposit;

i. Each banner shall be four (4) feet in height by eight (8) feet in width and shall be made only of vinyl with a #2 grommet in each corner, which will allow for the banner to be securely affixed to the structure at the Council-approved banner site location;

j. Each banner must have a solid white background with blue or green letters;

k. Only one (1) logo or graphic design shall be allowed on each banner, with no color restriction; and

l. Banners must be clean and in good repair at all times.

**Section 6:** Severability. If any section, subsection, subdivision, sentence, clause, phrase, or portion of this ordinance or the application thereof to any person or place, is for any reason held to be invalid or unconstitutional by the decision of any court of competent jurisdiction, such decision shall not affect the validity of the remainder of this ordinance. The City Council hereby declares that it would have adopted this ordinance, and each and every section, subsection, subdivision, sentence, clause, phrase, or portion thereof, irrespective of the fact that any one or more sections, subsections, subdivisions, sentences, clauses, phrases, or portions thereof be declared invalid or unconstitutional.

**Section 7:** The City Clerk shall cause this Ordinance to be posted in three (3) public places in the City within fifteen (15) days after its passage, in accordance with the provisions of Section 36933 of the Government Code. The City Clerk shall further certify to the adoption and posting of this Ordinance, and shall cause this Ordinance and its certification, together with proof of posting, to be entered in the Book of Ordinances of the Council of this City of Rancho Palos Verdes.
Section 8: This Ordinance shall go into effect and be in full force and effect at 12:01 AM on the 31st day after its passage.

PASSED, APPROVED, AND ADOPTED this 1st day of November 2011.

______________________________
Thomas D. Long, Mayor

ATTEST:

______________________________
City Clerk

State of California  
County of Los Angeles  
City of Rancho Palos Verdes  

I, CARLA MORREALE, City Clerk of the City of Rancho Palos Verdes, do hereby certify that the whole number of members of the City Council of said City is five; that the foregoing Ordinance No. 527 passed first reading on October 18, 2001, was duly and regularly adopted by the City Council of said City at a regular meeting thereof held on November 1, 2011, and that the same was passed and adopted by the following roll call vote:

AYES:
NOES:
ABSENT:
ABSTAIN:

______________________________
City Clerk
The motion passed on the following roll call vote:

**AYES:** Misetich, Stern, Wolowicz, and Mayor Long  
**NOES:** None  
**ABSENT:** Campbell  
**ABSTAIN:** None

**Motion to Waive Full Reading**

Adopted a motion to waive reading in full of all ordinances presented at this meeting with consent of the waiver of reading deemed to be given by all Council Members after the reading of the title.

**Approval of Minutes**

Approved the Minutes of the October 18, 2011 Regular Meeting.

**Adoption of Ordinance No. 527 - Code Amendment to Revise and Clarify the Requirements for the Placement of Temporary Non-Commercial Banners Within Designated Areas within the Public Street Rights-of-Way**

**Adoption of Ordinance No. 528 - Adoption of the City's Updated Zoning Map**

**Claim Against the City by Safeco Insurance Company on Behalf of Insured Kyoko Minami**

Rejected the claim and directed staff to notify Safeco Insurance Company.

**September 2011 Monthly Report of Cash Balances**

Received and filed the September 2011 Monthly Report of Cash Balances for the City of Rancho Palos Verdes.
highest. He noted he would like the polarization between staff and the public from going any further and desired that the situation be returned to a teamwork atmosphere.

Discussion ensued among Council Members.


The motion passed on the following roll call vote:

AYES: Misetich, Stern, Wolowicz, and Mayor Long
NOES: None
ABSENT: Campbell
ABSTAIN: None

PUBLIC HEARINGS: (Continued)

Code Amendment to Revise the Current Program that Allows Non-Commercial Organizations to Place Temporary Non-Commercial Banners in the City's Rights-of-Way

City Clerk Morreale reported that this public hearing was continued from the October 4, 2011 Council Meeting, late correspondence was distributed prior to the meeting, and there were no requests to speak regarding this item.

Councilman Stern moved, seconded by Councilman Wolowicz, to waive the staff report and adopt the staff recommendation to: REINTRODUCE ORDINANCE NO. 527, AS AMENDED, AN ORDINANCE OF THE CITY OF RANCHO PALOS VERDES, AMENDING SECTION 17.76.050.D OF THE RANCHO PALOS VERDES MUNICIPAL CODE TO REVISE AND CLARIFY THE REQUIREMENTS FOR THE PLACEMENT OF TEMPORARY NONCOMMERCIAL BANNERS WITHIN THE PUBLIC STREET RIGHTS-OF-WAY.

Mayor Pro Tem Misetich declared the public hearing closed.

The motion passed on the following roll call vote:

AYES: Misetich, Stern, Wolowicz, and Mayor Long
NOES: None
ABSENT: Campbell
ABSTAIN: None

Use of State Funding for Supplemental Police Services – CORE Police Team

City Clerk Morreale reported that the notice of the public hearing was duly published, no written protests received, and there were no requests to speak regarding this item.

Mayor Pro Tem Misetich declared the public hearing open.

There was no request for a staff report on this item.

Discussed ensued between Council Members and staff.

Mayor Pro Tem Misetich moved, seconded by Councilman Stern, to approve the staff recommendation to: Approve the continued use of CORPS (Citizen Option for Police Team. Services) grant in FY11-12 to partially fund the CORE Police Team.

Mayor Pro Tem Misetich declared the public hearing closed.

The motion passed on the following roll call vote:

AYES: Misetich, Stern, Wolowicz, and Mayor Long
NOES: None
ABSENT: Campbell
ABSTAIN: None

REGULAR BUSINESS: (Continued)

Adoption of the Updated Zoning Map

City Clerk Morreale reported that there were no requests to speak regarding this item.

Assistant Planner Harwell provided a brief staff report regarding this item.

Discussed ensued between Council Members and staff.

Mayor Long moved, seconded by Councilman Stern, to adopt the staff recommendation to: INTRODUCE ORDINANCE NO. 528, AN ORDINANCE OF THE CITY OF RANCHO PALOS VERDES, APPROVING THE CITY’S DIGITIZED UPDATED ZONING MAP AS THE OFFICIAL ZONING MAP FOR THE CITY OF RANCHO PALOS VERDES.

The motion passed on the following roll call vote:
Councilman Stern moved, seconded by Mayor Long, to adopt the staff recommendation to: 1) ADOPT RESOLUTION NO. 2011-82, A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF RANCHO PALOS VERDES, REVISING SALARY AND HOURLY RANGES FOR ALL COMPETITIVE, MANAGEMENT AND PART-TIME EMPLOYEE JOB CLASSIFICATIONS AND RESCINDING RESOLUTION NO. 2011-45; and, 2) Approve the First Amendment to Restated Employment Agreement between the City and City Manager to concurrently incorporate the terms and conditions regarding the pension revision decision made by the City Council on September 20, 2011.

The motion passed on the following roll call vote:

AYES: Stern, Wolowicz, and Mayor Long
NOES: Campbell and Misetich
ABSENT: None
ABSTAIN: None

RECESS AND RECONVENE:

Mayor Long called a brief recess from 8:18 P.M. to 8:31 P.M.

PUBLIC HEARINGS:

Code Amendment to Revise the Current Program that Allows Non-Commercial Organizations to Place Temporary Non-Commercial Banners in the City’s Rights-of-Way

City Clerk Morreale reported that this public hearing was continued from the September 20, 2011 Council Meeting and late correspondence was distributed prior to the meeting.

Associate Planner Harwell provided a brief staff report regarding this item.

Discussion ensued between Council Members and staff.

John Freeman, Pacific View Homeowners Association (HOA), Rancho Palos Verdes, stated that he was in favor of staff’s recommendations and suggested that the progress and comments regarding the new program be reviewed six to nine months after adopted.

Councilman Stern moved, seconded by Mayor Pro Tem Misetich, to adopt the staff recommendation and ordinance as amended in the late correspondence.

Councilman Wolowicz suggested a friendly amendment to revisit the issue and evaluate the program in 9 to 12 months and instruct the City Attorney to come back with a definition of “non-commercial.”

Discussion ensued between Council Members and staff.
Councilman Stern moved, seconded by Mayor Pro Tem Misetich, to: 1) INTRODUCE ORDINANCE NO. 527, AS AMENDED, AN ORDINANCE OF THE CITY OF RANCHO PALOS VERDES, AMENDING SECTION 17.76.050D OF THE RANCHO PALOS VERDES MUNICIPAL CODE TO REVISE AND CLARIFY THE REQUIREMENTS FOR THE PLACEMENT OF TEMPORARY NONCOMMERCIAL BANNERS WITHIN DESIGNATED AREAS WITHIN THE PUBLIC STREET RIGHT-OF-WAYS; and, 2) Determine that the banner program should be reviewed after 9 to 12 months and continue the public hearing to October 18, 2011, with staff to return with a definition of "non-commercial"; and, 3) Approve the following three new locations for the placement of two temporary banners within the public right-of-way: a) The intersection of Hawthorne Boulevard and Indian Peak Road; b) The intersection of Crenshaw Boulevard and Indian Peak Road; and, c) The intersection Palos Verdes Drive East and Miraleste Drive.

The motion passed on the following roll call vote:

AYES: Campbell, Misetich, Stern, Wolowicz, and Mayor Long

NOES: None

ABSENT: None

ABSTAIN: None

REGULAR BUSINESS:

City Sponsored Event Banner Policy

City Clerk Morreale reported that there was one request to speak regarding this item.

There was no request for a staff report.

Council and staff discussion ensued.

John Freeman, Pacific View HOA, Rancho Palos Verdes, stated that he had three suggestions for this policy which included the following: Hesse Park should have only two temporary banner sign sites, not four banner signs; rotation of the banners at the different City parks; and, the review of the progress of the program after a period of time. He noted he was not in favor of both non-commercial and City sponsored events being advertised at both park sites and in the public rights of-way.

Discussion ensued between Council and staff.

Councilman Wolowicz moved, seconded by Mayor Long, to approve the staff recommendation with the following clarifications: 1) one banner will be at each of the two Hesse Park locations; and, 2) banners are to be removed after 24 hours.
LETTERS TO EDITOR

Remove billboards

I hope our city will truly consider removing the two billboards at the intersections of Palos Verdes Drive East and Miraleste. I have noticed that they popped up in other areas and were removed quite quickly. I am confused at our city's obsession for signs, which take away from the natural rural environment that makes our hill so unique and special.

We have brick decorative inlays in the streets that look like crosswalks and then posted signs not to cross. We have “Walking School Bus” signs for students. I think children are very capable of getting to school without ads being posted in the neighborhoods. They have put up signs naming every little canyon a park, which all need maintaining. Now they are going to add “No Skateboarding” signs like “Share the Road.”

The $3,200 being spent for signs banning skateboards could be used to fix potholes and other hazards. This money would have been better spent on the major trip hazard in the Miraleste Plaza due to the tree damage to the sidewalk. The kids that are riding recklessly won’t adhere to the signs.

I live on PV Drive East and our city shouldn’t put up a sign for every possible irresponsible action an unthinking person can commit while walking, riding or driving in our neighborhoods. Please, preserve the beauty of our area and spend the taxpayers’ money wisely!

Joan Russell
Rancho Palos Verdes

Against PVDN tree removal

Violating the trails’ “nature preserve” is not enough, now let us deface the natural beauty of Palos Verdes Drive North. When will it ever end?

Better question, where will it end?

There is an existing bike lane. By the way, bike lanes can be built around the trees. Removing the trees to accommodate weekend bikers is another slap in the face to both the residents who enjoy nature’s beauty all week long, and to nature itself.

One other issue regarding horseback riding and the bikers: safety. Bikers travel at a speed of 25 to 35 miles per hour on the streets, creating an illusion for the horses that something is chasing them. The horses’ first instinct is to run.

It happened to me while crossing PVDN, waiting for the traffic to stop, allowing us to cross the street. A biker coming from the blind side of the horse appeared suddenly, and the horse got spooked and made a 360 [degree turn]. The traffic stopped, and a delivery truck making a turn hit the brakes, but as for the biker, it did not faze him; [he] did not even slow down. I almost lost control of the horse, lucky indeed.

Biking is for thrills and fun. No one is riding their bikes to save energy or save the environment. If widening the street reduces traffic congestion, reduces pollution, saves energy and reduces commute time, that is beneficial. Just to add lane space...
Hi Ms. Russell ~
Thank you for your comments. I will be sure to include them when the City Council revisits this issue in September, and I will be sure to let you know when this meeting will be held.

Just a quick point of clarification, the "billboards" were constructed so only non-commercial organizations could advertise their charitable or non-profit events for the community's benefit. All the City asks is that organizations submit an application showing what the sign will look like and what dates they will display the sign. No fees are paid for this service, and the application allows the City to regulate the banners so they are not displayed for unreasonable lengths of time nor for commercial enterprises. Occasionally we have for-profit organizations or businesses putting their signs up without permits, but we try to have these taken down as soon as we know about them.

I wanted to clear up that no monies are paid by the non-commercial organizations to the City to display these temporary banners. Again, thank you for your comments and let me know if you have any further comments or any questions regarding this program.

~ Abigail Harwell
Assistant Planner
City of Rancho Palos Verdes
www.palosverdes.com/rpv

Dear Abigail,

Thank you for your response to my inquiry regarding the bill boards at the intersection of PV Dr. East and Miraleste. I hope the city council will truly consider removing the billboards on PV Dr. East and in other areas. These signs take away from the natural rural environment that makes our hill so unique and special. The fact that they are used for revenue is very disheartening. The groups that you are charging are local community organizations that are mostly non-profits. It is truly a shame. I have lived here for 14 years and would see a couple small banners hung for a couple of weeks. Now the banners are huge and we have to look at the boards constantly. They just aren't needed and don't do anything to enhance our community.

Sincerely,
Joan Russell
28978 Palos Verdes Dr. East
Rancho Palos Verdes, CA 90275
j.russell@cox.net
FW: Now it's 3 signs!
Carolynn Petru [carolynn@rpv.com]
Sent: Monday, March 12, 2012 7:49 AM
To: Abigail Harwell [AbigailH@rpv.com]
Cc: Joel Rojas [joelr@rpv.com]; Julie Peterson [juliep@rpv.com]; Daniel Pitts [danielp@rpv.com]
Attachments: Iranian_American_Society.JPG (152 KB)

Hi Abigail –

Please see Mr. Freeman's email below and the attached picture regarding unauthorized banner signs at Indian Peak/Hawthorne and at Silver Spur & Hawthorne.

Thanks!
Carolynn

From: John Freeman [mailto:jrfree@cox.net]
Sent: Sunday, March 11, 2012 5:39 PM
To: carolynn Petru
Cc: cc@rpv.com
Subject: Now it's 3 signs!

Hi Carolynn,

I guess it was inevitable. The popularity of the two banner signs at the Indian Peak/Hawthorne Blvd. intersection has evidently signaled to at least one organization (Iranian American Society) that that is a free-for-all-sign location. In case you didn't notice it this weekend, see attached picture. They also have another identical sign at Hawthorne Blvd./Silver Spur attached to the private property fence which I believe is in RPV. I haven't driven around to see if there are more signs at other locations.
http://iascal.org/event.htm

Of course it will never be perfect, but just wanted to alert you to the latest encroachment. And thanks Carolynn for your support and actions recently to mitigate the effects of the shiny green/RPV logo billboard backboards at the parks and in the public right of way locations.

John Freeman, President
Pacific View Homeowners Association
www.palosverdes.com/pacificview
"Working Together for a Better Neighborhood"
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City of Rancho Palos Verdes City Sponsored/Co-Sponsored
Temporary Event Banner Policy

City Staff may place temporary banners advertising promoting only City-sponsored or co-sponsored events and programs at the locations set forth below, pursuant to the following requirements:

a. Temporary banners shall be authorized for advertising promoting only City-sponsored or co-sponsored events and programs.

b. The Public Works Recreation and Parks Director (Director) or his or her designee will be the approving authority for banners displaying City-sponsored/co-sponsored events and programs.

c. Banners promoting displaying information on City sponsored or co-sponsored events and programs will be displayed on City-owned properties at the following locations:

   (1) One banner may be located at Hesse Park near the intersection of Locklenna Lane and Hawthorne Blvd., and one banner may be located near the entrance to Hesse Park along Hawthorne Blvd.,
   (2) Two banners may be located at the entrance to the Civic Center/Upper Point Vicente Park,
   (3) Where no permanent backboard(s) exist, one banner that is visible from the public right-of-way may be located at the City site where the advertised event will take place, and
   (4) One banner may be located internally within a park, provided that it is not visible from the public right-of-way, for any City sponsored/co-sponsored event taking place at that location. Banners displayed internally are subject to the same design and timeline restrictions set forth in this policy, but may be smaller in size.

d. Banners shall be erected in the manner prescribed by the Director so as not to pose a traffic hazard and/or right-of-way hazard and/or impede pedestrian or vehicular access or visibility within the public right-of-way.

e. Banners promoting the same City-sponsored/co-sponsored event or program shall be displayed in no more than three locations at any given time. A maximum of two banners will be allowed at each location.

f. Each banner shall be displayed for a maximum of thirty consecutive days.

g. Regardless of the number of days a banner is on display, it must be removed within twenty-four hours or within one working day of the event or program's conclusion. Special event banners shall be removed within twenty-four hours or within one working day of the event's conclusion.

h. Each banner shall be four feet in height by eight feet in width and shall be made only of vinyl with a #2 grommet at each corner allowing them to be securely attached to the structure that has been erected by the City for this purpose.

i. Each banner must have a solid white background with dark blue or dark green letters.
j. Only one logo and one graphic design shall be allowed per banner, with no color restriction. Banners for co-sponsored events may display multiple logos/graphics, at the discretion of the Public Works Director.

k. The Public Works Director or his or her designee has the authority to waive the banner style requirements set forth in paragraphs h, i, and j above under reasonable circumstances, such as if the City is displaying a banner supplied to it by an outside agency, such as the County of Los Angeles. However, this discretion will be used sparingly to preserve a clean uniform appearance of banners on City property.

l. Banners must be clean, in good repair, presentable, and legible at all times.

m. At the sole discretion of the City, not the co-sponsor, the City and the co-sponsor also may apply to the Community Development Director, pursuant to the provisions of Section 17.76.050 D 4 of the Rancho Palos Verdes Municipal Code, to erect a banner at one of the Council-approved locations within the City street rights-of-way. No co-sponsor of a City co-sponsored event shall have the unilateral right without the City Manager's concurrence to file the application with the Community Development Director. This paragraph also applies to banners promoting City sponsored events and programs at the Council-approved location at Palos Verdes Drive East and Miraleste Drive.