



CITY of CALABASAS
CITY COUNCIL AGENDA REPORT

DATE: OCTOBER 16, 2023

TO: HONORABLE MAYOR AND COUNCILMEMBERS

FROM: TATIANA HOLDEN, P.E., DEPUTY DIRECTOR PUBLIC WORKS
BY: LINDSAY GRANGER, EXECUTIVE ASSISTANT PUBLIC WORKS

SUBJECT: APPROVAL OF THE DESIGN AND PLACEMENT OF STREET LIGHT
BANNERS IN OLD TOWN CALABASAS

MEETING OCTOBER 25, 2023
DATE:

SUMMARY RECOMMENDATION:

Staff recommends City Council review for final approval both permanent and season/event banners to display on the light poles in Old Town Calabasas. Staff requests:

1. Provide final approval of Old Town banners
2. Decide on the deployment of the permanent banners
3. Choose the design or designs and placement of season/event banners options for banner display duration and sequence.

BACKGROUND:

Old Town Calabasas, the primary retail shopping area in the City, brings a taste of the old west to modern Calabasas living. Old Town features the historic Leonis Adobe Museum and a fine selection of shops and restaurants, all within walking distance of the Calabasas Civic Center.

In 1994, City Council adopted the Old Town Calabasas Master Plan and Design Guidelines in order to maintain the historical and cultural values of the City's

“downtown,” with an intent to maintain a general theme of the “Old West.” The guidelines are to be followed and incorporated into future projects in the area.

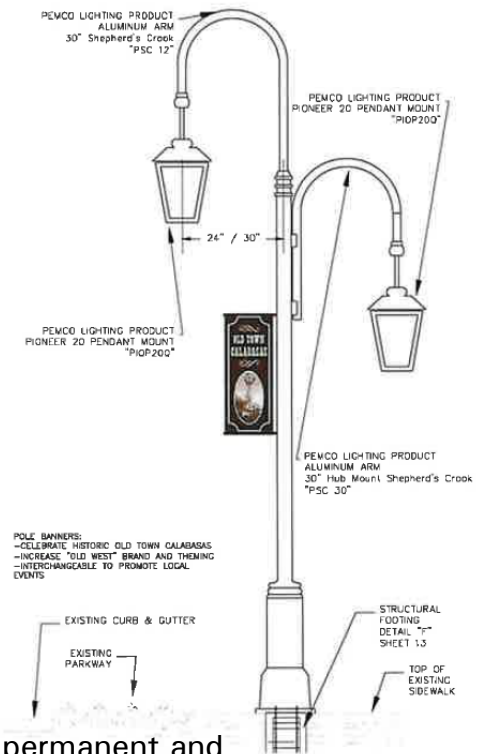
The Old Town Calabasas Sidewalk Replacement project, completed in 2022, installed new street lights with a dedicated space for banners, in compliance with the General Plan, Scenic Corridor Ordinance, and the city’s municipal code. On the north side of Calabasas Road, there is a total of 20 light poles. The south side of Calabasas Road has 19 light poles.

DISCUSSION/ANALYSIS:

The designs for the Old Town theme banners were presented to the Historic Preservation Commission (HPC) on the October 5th 2022. The HPC viewed and approved the banner designs with comments, which were incorporated into the final design. All three design options are presented for your final approval. Banners proposed to be installed will hang permanently with a rotation of seasonal/special event banners mixed in.

The size of the banners hanging on the light poles is 24”x42”.

There are a total of nine banner designs to include both permanent and seasonal/event banners.



1. Permanent Banners:

There are three designs for the permanent banners that will hang year-round. Council can choose one design, two designs, or all three designs, which can be installed per the Council’s discretion.

Permanent Banner Designs Include:

- Welcome to Old Town
- Leonis Adobe
- Kramer Store

2. Seasonal/event Banners:

City Council is presented with a choice of seasonal/event banner designs and the duration those banners should hang. The seasonal/event banners will be interspersed three times a year with the permanent banners. There are two designs for each for the Council to choose among and that will be displayed during each season/event.

Seasonal/Event Banners Choices:

- Pumpkin Festival – two design options
- Fourth of July – two design options
- Happy Holidays – two design options

Below are the staff suggestions for both the permanent banners and the seasonal/event banner dispersed with permanent banners:

- Old Town Calabasas permanent banners hanging on both sides of Calabasas Road. If two designs are chosen, different designs would alternate from side to side.
- Seasonal/event banners will be alternated between the permanent banners. Staff suggests that a total of five seasonal/event banners on each side of the street be installed at the City entrance, in the middle area of Old Town, and near the intersection with Park Granada and alternated with the permanent banners.
- It is recommended that the duration for the seasonal/event banners be one month.

Council may approve the recommendations proposed by staff or differ options from those referenced above.

FISCAL IMPACT/SOURCE OF FUNDING:

Anticipated cost of manufacturing the custom weatherproof banner products is \$20,000-\$25,000 and will be paid from the Ad Valorem fund; this is what funded the initial improvements in the area. The Public Works Maintenance team will handle installation and replacement of banners.

REQUESTED ACTION:

Staff recommends City Council review for final approval both permanent and season/event banners to display on the light poles in Old Town Calabasas. Staff requests:

1. Provide final approval of Old Town banners

2. Decide on the deployment of the permanent banners
3. Choose the design or designs and placement of season/event banners options for banner display duration and sequence.

ATTACHMENTS:

Attachment A: Old Town Theme Banner Designs

Attachment B: Season/Event Banner Designs