This package submittal is for signage to promote the Marina del Rey Farmers' Market, which was implemented on April 25, 2013 by the Department of Beaches and Harbors' (Department) Community and Marketing Services Division (CMSD), in cooperation with the Southland Farmers' Market Association. The Marina del Rey Farmers' Market is held every Thursday, year-round, in parking lot #10 at Marina "Mother's" Beach, currently from 9 a.m. to 2 p.m. Market vendors provide a variety of fresh organic and conventionally-grown produce, flowers, honey, prepared and packaged foods, crafts, as well as other goods.

Over the past several months, CMSD has initiated other promotional efforts, such as distributing flyers; displaying ads in the local newspaper; and posting announcements on the Department's website, and social media, news and events promotion platforms, such as Facebook, Twitter, Patch and ExperienceLA. However, signage displays throughout the Marina, especially near the market site, are a crucial aspect of promotions because the signage helps to inform, not only residents and guests, but also commuters from other local communities who drive through Marina del Rey about the market.

A signage request was submitted on September 23, 2013 by CMSD staff for the placement of six informational banners, which have been strategically placed throughout the Marina to promote the market. The banners are made of white vinyl and include the name of the market, its location and hours of operation. The banners are displayed in wooden frames attached to eight foot high 2" x 4" support posts, which have been staked into dirt or grass by at least one foot at the locations listed below. The wooden frames and posts have been painted with a dark brown matte paint. The back of the vinyl banners are supported with wooden beams. The bases of the signs are approximately four feet above grade.

The white vinyl banners include the name of the market ("Marina del Rey Farmers' Market"), the day and hours of operation ("Thursdays" from "9am – 2pm"), the market's location ("Marina "Mother's" Beach 4101 Admiralty Way") in Tekton Pro bold, green (Pantone 348C). There are five 3' H x 12' W vinyl banners with a tomato graphic in Pantone red 200C and green 3435C. There is one 3' H x 6' W vinyl banner that displays the same tomato graphic, as well as a strawberry graphic in Pantone red 207C, red 208C and green 363C. All fonts were converted to art graphics.

### **Vinyl Banner Locations:**

- Site #1: Parcel 51 3' x 12' banner on dirt patch in parkette diagonally facing Lincoln Blvd./Fiji Way intersection
- Site #2: Parcel 49M 3' x 12' banner on grass in front of Marina del Rey Visitors Center diagonally facing Admiralty Way/Mindanao Way intersection
- Site #3: Parcel 150 3' x 12' banner on grass in front of vacant building facing Lincoln Blvd.
- Site #4: Parcel IR 3' x 6' banner on grassy area off sidewalk near the entrance of parking lot #10 facing Admiralty Way

- Site #5: Parcel JS 3' x 12' banner on grassy area off sidewalk facing Admiralty Way
- Site #6: Parcel JS 3' x 12' banner on grassy area near utility box and fire hydrant facing Via Marina

On September 26, 2013, CMSD staff also submitted a signage request for twelve 15' informational wind banners for placement throughout the Marina, which help to further promote the market. The wind banners are made of woven polyester in orange (Pantone 021) and are double-layered to accommodate double-sided banners.

The wind banners (31.5" W x 154.25" T), affixed to 15' poles with a 1-1/2" thick circumference, are installed at twelve locations (see below) throughout the marina, on Thursdays only from 8 a.m. to 3 p.m., using ground stakes that are mounted at least one foot into the grade. The ground stake has a locking pin used to secure the wind banner pole into place. There are ball bearings at the end of each pole, which allows it to move with the wind without toppling over.

The wind banners include the name of the market ("Marina del Rey Farmers' Market"), the day and hours of operation ("Thursdays" from "9am – 2pm") and market's location ("Marina "Mother's" Beach") in Tekton Pro bold in white and green (Pantone 348C) text, with a cherry (Pantone red 200C and green 348C) and bell pepper (Pantone green 348C) included as graphics. All fonts were converted to art graphics.

### **Wind Banner Locations:**

- Site #1: Parcel 49S (Admiralty Way at 13477 Fiji Way) in planter area near corner of Fiji Way/Admiralty Way; banner will be parallel to Fiji Way
- Site #2: Parcel 49M (4701 Admiralty Way) in front of the Visitors Center on grass right before driveway; banner will be parallel to Mindanao Way
- Site #3: Parcel UR (4545 Admiralty Way) at Lot #5 near tree trunk just before Bali Way; banner will be parallel to Bali Way
- Site #4: Parcel UR (4545 Admiralty Way) at Lot #5 just before cordoned off lot entrance, near Lloyd Taber Marina del Rey Library; banner will be parallel to Bali Way
- Site #5: Parcel SS (4500 Admiralty Way) at Burke Park across from Lloyd Taber Marina del Rey Library; banner will be perpendicular to Admiralty Way
- Site #6: Parcel SS (4500 Admiralty Way) at Burke Park across from California Yacht Club; banner will be perpendicular to Admiralty Way
- Site #7: Parcel RR (4500 Admiralty Way) at Burke Park across from Tony P's; banner will be perpendicular to Admiralty Way
- Site #8: Parcel RR (4500 Admiralty Way) at Burke Park across from Tony P's; banner will be perpendicular to Admiralty Way
- Site #9: Parcel Q (4350 Admiralty Way) across from the Ritz-Carlton Hotel near Lot #7; banner will be perpendicular to Admiralty Way
- Site #10: Parcel Q (4350 Admiralty Way) across from the Ritz Hotel/Marina City Club near Lot #7; banner will be perpendicular to Admiralty Way
- Site #11: Parcel GR (14101 Panay Way) at Lot#11; banner will be parallel to Panay Way
- Site #12: Parcel 14 (14151 Via Marina) at Lot #12; banner will be parallel to Marguesas Way

In addition to the informational vinyl and wind banners, CMSD would also like to install informational banners on 26 center median light poles along Admiralty Way from Fiji Way to Via Marina, as well as 14 poles located in parking lot #10 (4101 Admiralty Way). The 3' W x 6' T, double-sided, vinyl banners will be secured to the light poles via banner pole pockets, grommets and rods.

The light pole banners include the name of the market ("Marina del Rey Farmers' Market"), the day and hours of operation ("Thursdays" from "9am – 2pm") and market's location ("Marina "Mother's" Beach") in Tekton Pro bold in white and green (Pantone 348C) text, with a cherry (Pantone red 200C and green 348C) and bell pepper (Pantone green 348C) included as graphics.

Upon approval, the light pole banner design will be finalized and the banners will be produced and installed as soon as possible.



### Top Panel:

Sun (outer) - Cyan 2.73%, Magenta 0%, Yellow 48.83%, Black 0%

Sun (center) - Pantone 116C

Apple (pink) - Pantone 192C at 45%

Apple (red) - Cyan 0%, Magenta 100%, Yellow 100%, Black 0%

Apple (stem) - Cyan 90%, Magenta 34%, Yellow 100%, Black 27%

Rays (light blue) – white glow, soft light at 70% opacity (transparency mode) and 30% opacity (screen mode)

Sky - Cyan 85%, Magenta 50%, Yellow 0%, Black 0%

### **Center Panel:**

"Marina del Rey" – In font Caslon Antique with black outline, Cyan 81%, Magenta 63%, Yellow 0%, Black 0%

"Farmers' Market" - In font Caslon Antique with black outline, Gradation (pink) Pantone 192C, (red) Cyan 15%, Magenta 100%, Yellow 90%, Black10%

"Thursdays" – In Futura Extra Bold with black outline, Cyan 81%, Magenta 63%, Yellow 0%, Black 0%

"9 a.m. – 2 p.m." – In Abadi NT Condensed Extra Bold, Cyan 0%, Magenta 92%, Yellow 83%, Black 0%

"Marina "Mother's" Beach" and "Parking Lot #10" – In Futura BT Bold, Cyan 93%, Magenta 90%, Yellow 31%, Black 20%

\*All fonts were converted to art graphics

### **Bottom Panel:**

Orange Fruit - Cyan 0%, Magenta 35%, Yellow 85%, Black 0%

Avocado (pit) – White at 100% (highlight) and Cyan 30%, Magenta 50%, Yellow 75%, Black 10% (pit shadow)

Avocado (flesh) – Cyan 2.73%; Magenta 0%; Yellow 48.83%; Black 0%

Avocado (skin) - Cyan 90%; Magenta 42%, Yellow 55%, Black 22%

Corn (kernels) – Cyan 2.73%, Magenta0%, Yellow 48.83%, Black 0% (highlight) and Pantone 116C (shadow)

Corn (husk) – Cyan 75%, Magenta 0%, Yellow 100%, Black 0% (highlight); Cyan 83.98%, Magenta 12.85%, Yellow 100%, Black 2.73% (mid-color); Cyan 74.61%, Magenta 67.58%, Yellow 66.8%, Black 89.84% (shadow)

The requested informational signage pieces for the Marina del Rey Farmers' Market are greatly needed to help increase the growth and long-term success of the market. Our goal is to create a market that is a staple in the Marina del Rey community, where residents and visitors can foster relationships with local farmers and vendors. Although the signage requests for the vinyl and wind banners were originally requested for a two-month display, CMSD would like to display the signage, as well as the light pole banners until March 27, 2014. After this date, we can determine if revisions are needed to the quality and designs of the signage as we prepare for the spring/summer season.

Thank you for your consideration.

Sincerely,

Catrina M. Love Senior Marketing Analyst

### TEMPORARY SIGNAGE / BANNER / TENT PERMIT REQUEST

Submit this form to:

Planning Division, Department of Beaches and Harbors 13837 Fiji Way, Marina del Rey, CA 90292 FAX: (310) 821-7856

Telephone: (310) 305-9505

Applicant Name: Catrina Love Phone: (310) 305-9511 FAX: (310) 822-0119 Applicant Address: 4701 Admiralty Way, Marina del Rey, CA 90292 Lessee Name: \_\_\_\_\_\_Phone: \_\_\_\_\_ Signature of Main Lessee: Parcel: 51, 49M, 150, IR & JS Address of Site: See attached site maps Provide a map showing the location of the requested item within the parcel. Start Date: 9/28/13 \*Removal Date: <u>11/26/13</u> For: Sign X Banner (3x6 feet max) Tent\*\* Other: It is advised that you contact the Planning Division before you have the banner/sign made. Requested Item(s) Description (Size, quantity, color, materials, text, mounting, etc.):
For tent requests, please also submit site plan with tent drawing and dimensions. For all sign requests, all plans must identify the location, size, type of sign, materials, lettering fonts, lettering sizes, lettering colors, artwork, method of attachment, and any other embellishments. Attach additional sheet(s) if necessary. Six white vinyl banners will be displayed throughout the Marina to promote the new hours of the MdR Farmers' Market. Five 3' x 12' banners will be displayed at parcels 51, 49M, 150 and JS. One 3' x 6' banner will be displayed at parcel IR. All six banners have a color font (Tekton Pro Bold) and a tomato graphic. 3' x 12' banners are affixed with staples to a 2" x 4" frame on three posts. 3' x 6' banner is affixed with staples to a 2" x 4" frame on two posts. All banners are approximately 7' tall (from top of banners to grass/dirt). Back of banners are supported with wooden beams. State: Note: If paying by credit card, please make payment at the Financial Services Section located at 13575 Mindanao Way or upon submittal at Planning Division office. Applicant's Signature: CalML

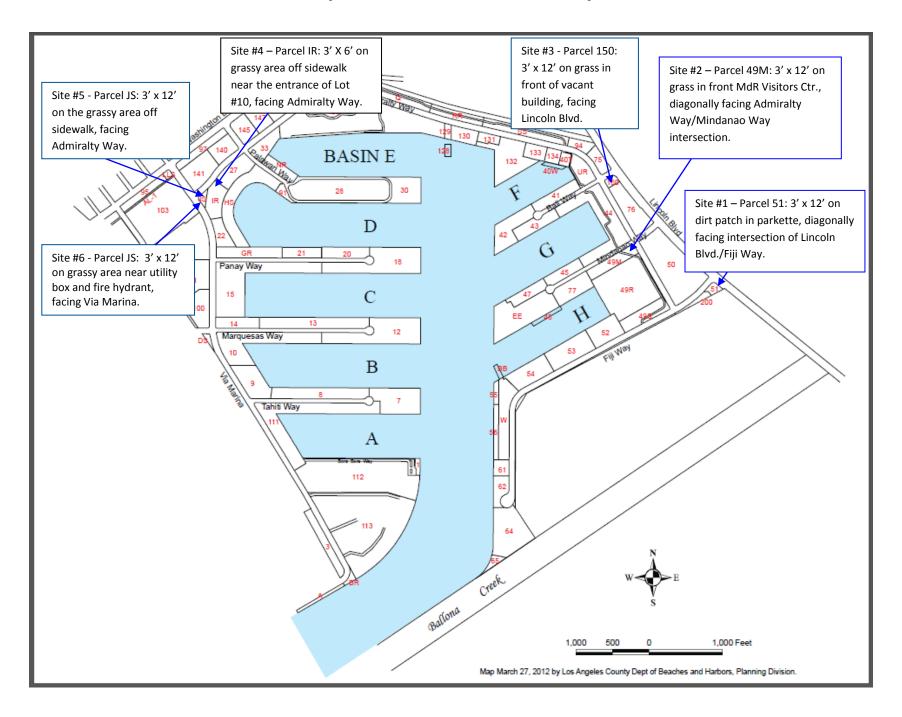
\*Please note that any request in excess of 60 days requires a full Design Control Board (DCB) submittal.

\*\*Tent permit also requires approval from the Fire Department and the Los Angeles County Department

of Public Works, Building and Safety Division after such request is approved by this Department,

Please request a copy of the DCB Guidelines and Checklist in this event.

# **Site Map for Farmers' Market Vinyl Banners**



# **Site Maps for Farmers' Market Street Banners**

### Site #1 – Parcel 51 (4801 Lincoln Blvd.)

 $3' \times 12'$  vinyl banner on dirt patch in parkette, diagonally facing Lincoln Blvd./Fiji Way intersection.



### Site #2 - Parcel 49M (4701 Admiralty Way, Marina del Rey)

 $3' \times 12'$  vinyl banner on grass in front MdR Visitors Ctr., diagonally facing Admiralty Way/Mindanao Way intersection.



### Site #3 – Parcel 150 (4601 Lincoln Blvd.)

 $3' \times 12'$  vinyl banner on grass in front of vacant building, facing Lincoln Blvd.



### Site #4 – Parcel IR (4101 Admiralty Way, Marina del Rey)

 $3' \times 6'$  vinyl banner on grassy area off sidewalk near the entrance of Lot #10, facing Admiralty Way



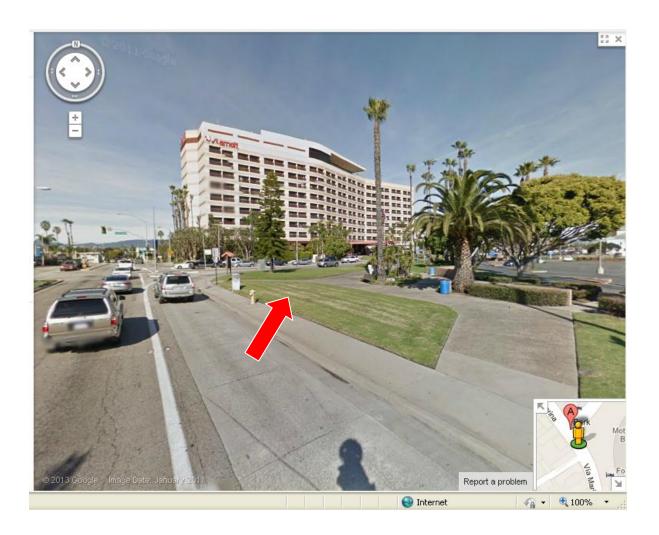
### Site #5 – Parcel JS (4101 Admiralty Way, Marina del Rey)

3' x 12' vinyl banner on grassy area off sidewalk, facing Admiralty Way



### Site #6 – Parcel JS (4101 Admiralty Way, Marina del Rey)

3' x 12' vinyl banner on grassy area near utility box and fire hydrant, facing Via Marina



All six banners have 2-3 wooden post that will be staked into the grass/dirt. Wooden beams will be used on the back of the frame for support. Banners are approximately 5' 10" tall (from the top of the signs to the grass/dirt).





# Farmers' Market Thursdays 9am-2pm Marina "Mother's" Beach 4101 Admiralty Way

# FARMERS' MARKET Thursdays © 9am-2pm Marina "Mother's" Beach 4101 Admiralty Way

Marina del Rey

### **TEMPORARY SIGNAGE / BANNER / TENT PERMIT REQUEST**

Submit this form to:

Planning Division, Department of Beaches and Harbors
13837 Fiji Way, Marina del Rey, CA 90292

Telephone: (310) 305-9505 FAX: (310) 821-7856

SS

Applicant Name:	Catrina Love	Phone:	(310) 305-9511
••			(310) 822-0119
Applicant Addres	ss: 4701 Admiralty Way, N	Marina del Rey, CA 90292	
Lessee Name: _		Phone:	
	n Lessee:		49S, 49M, UR
	See attached site maps	. <u></u>	
Provide a map	showing the location of	the requested item <u>with</u>	<u>iin</u> the parcel.
Start Date: <u>9/28</u>	/13	*Removal Date: 11/26	/13
For:Sign	X Banner (3x6 feet max	x)Tent**Other:	
It is advised that	t you contact the Plannin	ng Division <u>before</u> you ha	ve the banner/sign made
For tent requests, pleadidentify the location, single attachment, and any of Twelve 15' wind had Farmers' Mapole (25.25" T) that text (Tekton Pro Estaples to a 2" x 4"	(s) Description (Size, qual ase also submit site plan with tent ize, type of sign, materials, lettering ther embellishments. Attach add panners will be displayed that arket. The orange (021) nyloat is staked 1' into the grass Bold) and fruit and vegetable "frame on three posts. All The wind banners will be displayed.	drawing and dimensions. For all ag fonts, lettering sizes, lettering citional sheet(s) if necessary. Toughout the Marina to pronon banners (31.5" W x 154. dirt. The two-sided banners graphic. The 3' x 12' ban banners will be staked at least	sign requests, all plans must plors, artwork, method of note the new hours of the 25" T) are supported by a rs have white and green ners will be affixed with st 100' apart on each
Note: If paying t	Paid Received by: by credit card, please male Mindanao Way or upon s	ke payment at the Financ	ial Services Section
	ature: Cell	•	Date: _9/24/13

<sup>\*</sup>Please note that any request in excess of 60 days requires a full Design Control Board (DCB) submittal. Please request a copy of the DCB Guidelines and Checklist in this event.

<sup>\*\*</sup>Tent permit also requires approval from the Fire Department and the Los Angeles County Department of Public Works, Building and Safety Division <u>after</u> such request is approved by this Department.

# **MdR Farmers' Market Wind Banner Comp**

### **Wind Banner Information:**

• 15' Wind Banner Banner Dimensions: 31.5" W x 154.25" T

Pole Dimensions (from bottom of flag to the bottom of pole): 25.75"

All banners have a 6" curve at the bottom of banner.

### Wind Banner Color:

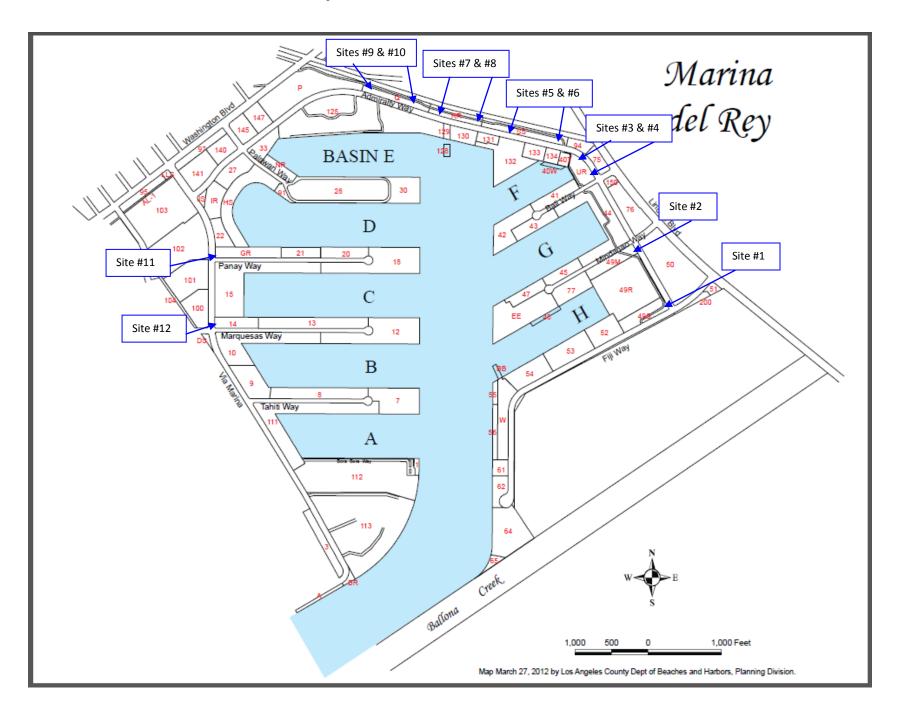
Orange (021) banner with white and green text in with washout artwork

### **Wind Banner Locations:**

12



# **Site Map for Farmers' Market Wind Banners**



# SITE LOCATIONS OF FARMERS' MARKET WIND BANNERS

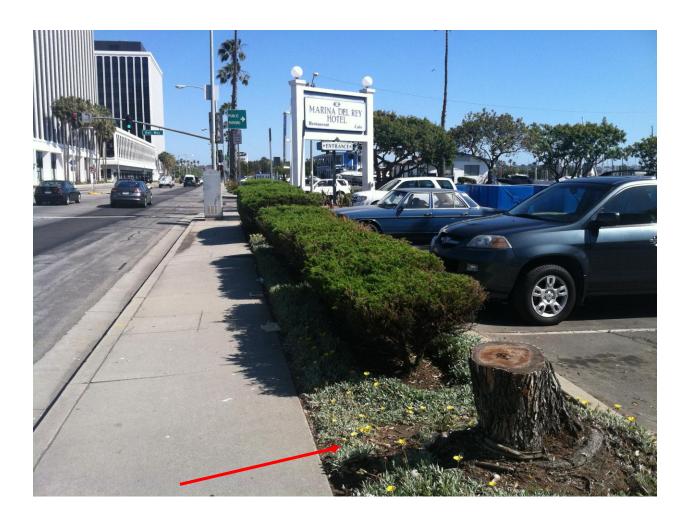
**Site #1:** At Parcel 49S (Admiralty Way at 13477 Fiji Way) in planter area near corner of Fiji Way/Admiralty Way; banner will be parallel to Fiji Way



**Site #2:** At Parcel 49M (4701 Admiralty Way) in front of the Visitors Center on grass right before driveway; banner will be parallel to Mindanao Way



**Site #3:** At Parcel UR (4545 Admiralty Way) at Lot #5 near tree trunk just before Bali Way; banner will be parallel to Bali Way



**Site #4:** At Parcel UR (4545 Admiralty Way) at Lot #5 just before cordoned off lot entrance, near Lloyd Taber – Marina del Rey Library; banner will be parallel to Bali Way



**Site #5:** At Parcel SS (4500 Admiralty Way) at Burke Park across from Lloyd Taber - Marina del Rey Library; banner will be perpendicular to Admiralty Way



**Site #6:** At Parcel SS (4500 Admiralty Way) at Burke Park across from California Yacht Club; banner will be perpendicular to Admiralty Way



**Site #7:** At Parcel RR (4500 Admiralty Way) at Burke Park across from Tony P's; banner will be perpendicular to Admiralty Way



**Site #8:** At Parcel RR (4500 Admiralty Way) at Burke Park across from Tony P's; banner will be perpendicular to Admiralty Way



**Site #9:** At Parcel Q (4350 Admiralty Way) across from the Ritz-Carlton Hotel near Lot #7; banner will be perpendicular to Admiralty Way



Site #10: At Parcel Q (4350 Admiralty Way) across from the Ritz Hotel/Marina City Club near Lot #7; banner will be perpendicular to Admiralty Way



Site #11: At Parcel GR (14101 Panay Way) at Lot#11; banner will be parallel to Panay Way



Site 12: At Parcel 14 (14151 Via Marina) at Lot #12; banner will be parallel to Marquesas Way

