

**Marina del Rey 50th Birthday Banners
Design Control Board Submission Letter
November 13, 2014**

BACKGROUND

On September 17, 2014, the Department of Beaches and Harbors' (Department) Community and Marketing Services Division's (CMSD) request for the approval of the Marina del Rey 50th Birthday banner design was heard by your Board. Two banner designs, in two different background color options, were submitted for your consideration. Pending design approval, the banners (6' H x 3' W) were due to be installed on previously approved light poles along Admiralty Way (13 poles), Fiji Way (4 poles) and Via Marina (6 poles) and displayed throughout 2015.

With questions regarding the Department of Public Works' (DPW) Encroachment Permit guidelines for light pole banners in Marina del Rey, your Board requested that a representative from DPW attend the next scheduled Board meeting to address banner dimensions and installation height restrictions, in the hopes that they may be lifted to allow for larger and more visible banners. Based on this request, your Board did not vote or comment on the design options presented for the Marina del Rey 50th Birthday banners.

MARINA DEL REY 50TH BANNER PROGRAM REQUESTS:

With a representative from DPW planning to attend the upcoming meeting to address your Board and in an effort to promote the Marina's 50th birthday, CMSD respectfully resubmits our requests for the following:

1. Approval of the Marina del Rey 50th Birthday light pole banner design; and
2. Approval to display the Marina del Rey 50th Birthday banners on approved light poles until December 31, 2015.

Marina del Rey 50th Birthday Light Pole Banners/Program Description:

The Marina del Rey 50th Birthday light pole banner design comps are consistent with the official logo that will be used in the promotion of all 2015 events that celebrate the semicentennial of the largest man-made small craft harbor in the United States. Details for both design options are attached.

In order to have the banners manufactured and installed prior to the Marina del Rey Holiday Boat Parade, which takes place on Saturday, December 14, 2014, CMSD applied for a Department-issued Temporary Signage/Banner/Tent Permit to display the banners on select light poles over a 60-day period. Pending approval of the permit, the banners will be installed on the 23 center median roadway poles within the next few

weeks. The banners will be displayed alongside the Farmers' Market banners, which are on display until January 31, 2015, in off-set heights on light poles.

Based on your Board's ruling on the banner design, CMSD will ensure all recommendations, if any, are incorporated in the design and that new banners reflecting these changes are produced and installed accordingly.

The banners will serve as the premiere outdoor advertising medium for announcing the Marina's 50th to residents, visitors and passersby. CMSD hopes the banners will create a sense of excitement for the community's milestone birthday and anticipation for the celebratory programming that will take place in the Marina throughout 2015.

SUMMARY

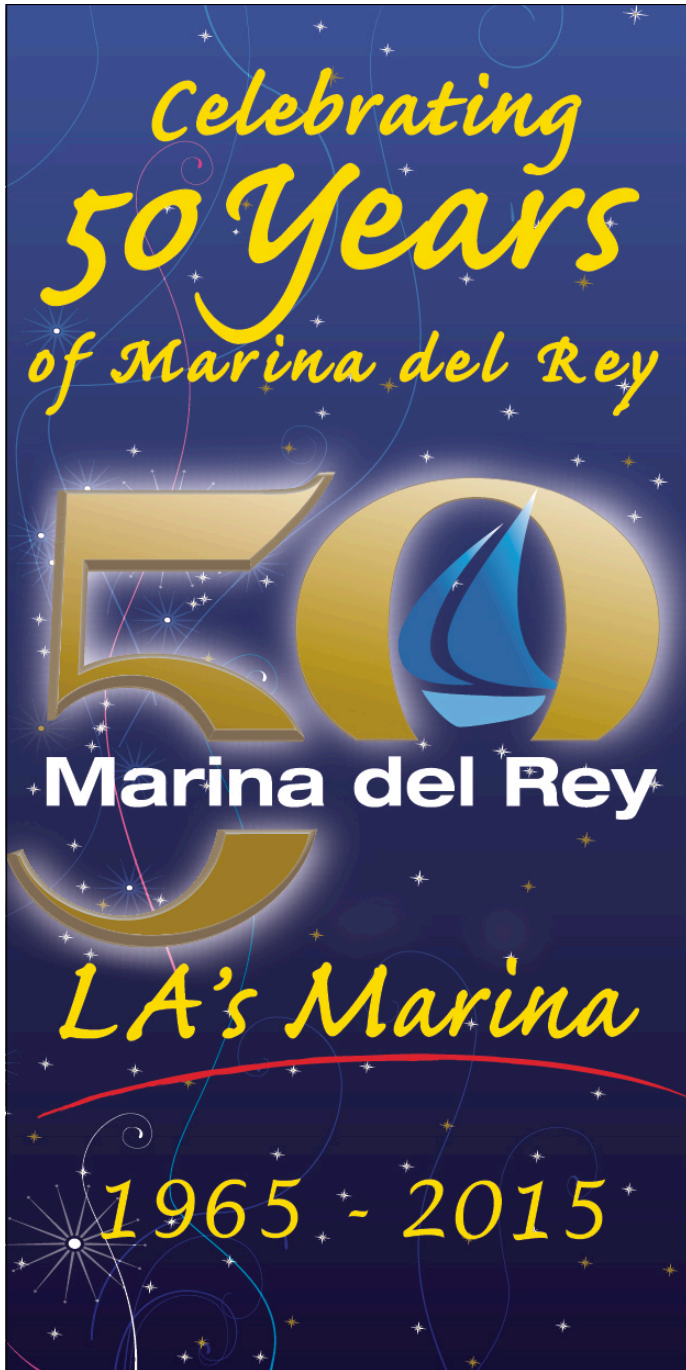
The Department appreciates the continued support from your Board for the Marina del Rey event banner program, which will intermittently and temporarily promote special events in the area. Not only do the banners promote community-based programming that helps to bring residents and the general public together, but they also help to add a sense of vibrancy and color to the community's landscape, which together benefits Marina del Rey.

LIGHT POLE BANNER LOCATIONS



Marina del Rey 50th Birthday Light Pole Banner Design Option Details

Banner Version 1:



Background Color Gradation

Dark: C100, M94, Y35, K50

Light: C85, M66, Y0, K0

Text

Headline: Caflisch Script MM in PMS Medium Yellow

Span of Years: Lucida handwriting Italic in PMS Med Yellow

Marina del Rey type: Helvetica Neue Bold in White

LA's Marina type: Caflisch Script MM in PMS Med Yellow

Logo

50 Art - Gradient gold fill, Dark: PMS 111; Light: White 50

Glow fill, White: Edge fill color; Dark: C43, M45, Y62, K14; Light: C19, Y48, M27, K26

Graphics

Brush Stroke: Red PMS 185

50 type Glow – Dark: C43, M45, Y62, K26; Light: C19, M27, Y48, K26

Sail Boat

Sails gradation – Dark: C85, M50, Y0, K0; Medium: C70, M15, Y0, K0; and Light: White

Boat: PMS 299

Stars

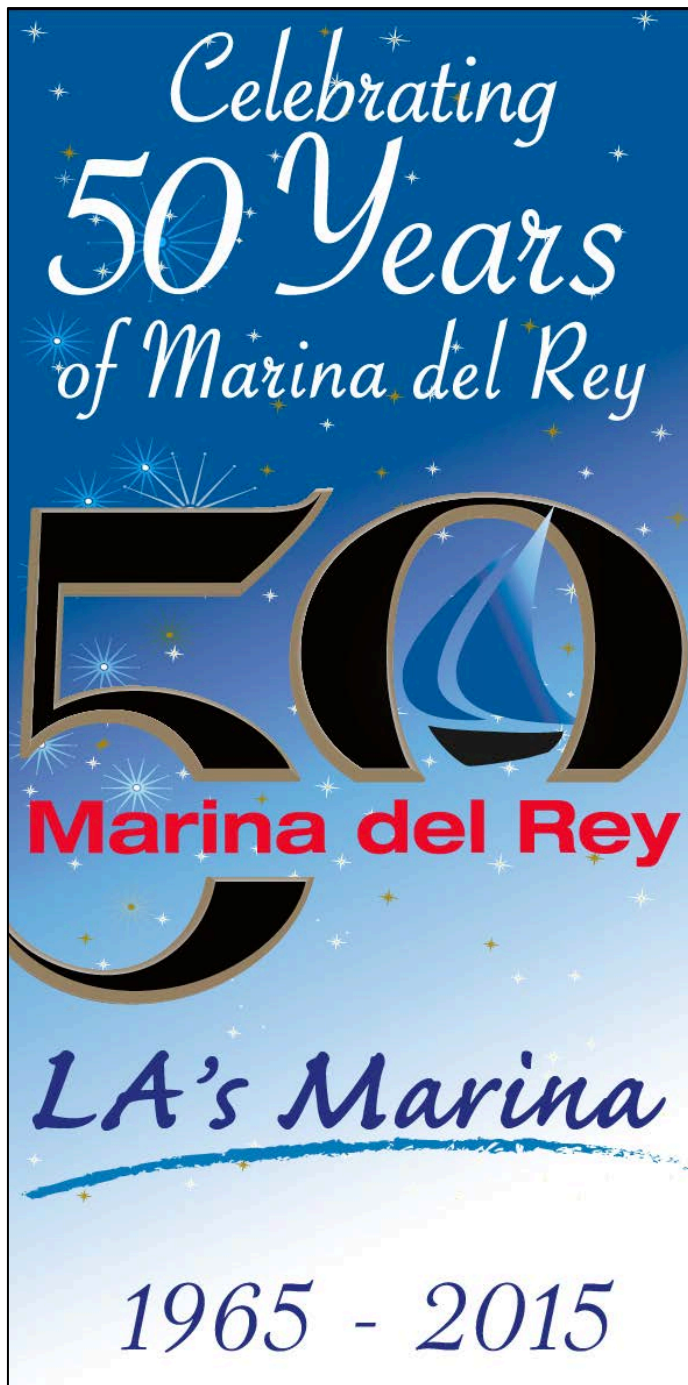
Star 1: Gold, C26, M34, Y100, K5; Star 2: White Main fill, Yellow center PMS Medium Yellow; Large star burst: White

Streamers

Streamer 1: White; Streamer 2: Pink PMS 219;

Streamer 3: Faded Yellow C4, M0, Y70, K0

Banner Version 2:



Background Color Gradation

Dark: PMS Process Blue

Light: White

Text

Headline: Savoy LET Plain 1.0 in White fill

Span of Years: Savoy LET Plain 1.0 in PMS 2738

Marina del Rey type: Helvetica Neue Bold in PMS 185

LA's Marina type: Cafilisch Script MM in Dark Blue

PMS 2738

Logo

50 Art - Gradient Black fill: Dark: C91, M82, Y 83, K81

Edge fill color: Dark: C43, M45, Y 62, K14; Light: C19, Y48, M27, K26

Graphics

Brush Stroke: Med Blue PMS 3005

Sail Boat

Sails gradation – Dark: PMS 293; Mid: PMS 3005; 2nd Mid: PMS 299; Light: White

Boat: PMS Black 84C, 72M, 75Y, 65K

Stars

Star 1: Gold: C26, M34, Y100, K5; Star 2: White fill main; Yellow center: PMS Medium Yellow