

TO CITY CLERK FOR PLACEMENT ON NEXT
REGULAR COUNCIL AGENDA TO BE POSTED

#52

MOTION

The La Cienega Design Quarter (LCDQ), an established nonprofit business association, is coordinating a street banner campaign. The business association uses street banners as an outreach tool to encourage stakeholders to become involved in the LCDQ's programs and activities.

La Cienega Boulevard between Beverly Boulevard and Santa Monica Boulevard has long been recognized as a premiere destination for shoppers seeking the best in interior design. Its exceptional pedestrian environment which dovetails nicely with establishments specializing in art, antiques, apparel, furniture, and fine dining to create an unforgettable shopping experience. LCDQ seeks to continue its existing banner program.

I THEREFORE MOVE that the City Council, in accordance with the Los Angeles Municipal Code (LAMC) Section 62.132, approve the street banner program identifying and recognizing the La Cienega Design Quarter (LCDQ) as a City of Los Angeles Non-Event Street Banner Program.

I FURTHER MOVE that the Council approve the attached banner design.

PRESENTED BY: Paul Koretz
PAUL KORETZ
Councilmember, 5th District

SECONDED BY: Monica Rodriguez

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AUG 22 2018

ORIGINAL

