





# MEMO

## City of Venice Engineering Department

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To: Edward Lavalley, City Manager 

From: Kathleen Weeden, PE, City Engineer 

Date: 12/21/2015

Subject: Venice MainStreet LED Sign License Agreement Request  
January 12, 2016 City Council Agenda

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**Background:** Venice MainStreet, Inc. has requested that the City execute a License Agreement to replace the existing manual changeable text panel with an LED changeable text panel on the Venice MainStreet sign located at the intersection of US 41 Business and W. Venice Avenue. The existing sign structure is located on City owned property, therefore, the sign is exempt from the sign permitting requirements. City Code Section 86-402(e)(7) requires that any signs with electronic variable messages shall be static text characters and be displayed for at least one minute without a change of message. Venice MainStreet has provided a visual exhibit of the proposed variable message LED sign that will consist of a black background with white letters. Costs to install the LED changeable sign panel including connection to existing electric will be paid by Venice MainStreet. In addition, Venice MainStreet will be required to conduct maintenance on the sign structure. The City would incur the minimal electric bill to operate the sign and would be responsible for insuring the sign structure for liability since it is located on City owned property.

**Requested Action:** Authorization for the Mayor to execute a License Agreement with Venice Main Street, Inc. to replace the manual changeable copy portion of the existing sign with an LED changeable copy sign including installation of the new sign and connection to the existing electrical service.

**City Attorney Review:** Approved.

**Risk Management:** Approved.

**Cc:** John Veneziano, Public Works Director