



**Beverly Hills City Council Liaison /  
Rodeo Drive / Special Events/ Holiday Program Committee**  
will conduct a Special Meeting, at the following time and place, and will address the  
agenda listed below:

**CITY OF BEVERLY HILLS  
455 N. Rexford Drive  
2nd Floor Room 280A  
Beverly Hills, CA 90210**

**IN-PERSON / TELEPHONIC / VIDEO CONFERENCE MEETING**

**Beverly Hills Liaison Meeting**  
<https://beverlyhills-org.zoom.us/my/committee>  
Meeting ID: 516 191 2424  
**Passcode: 90210**

**You can also dial in by phone:  
+1 669 900 9128 US  
+1 833 548 0282 (Toll-Free)**

**One tap mobile  
+16699009128,,5161912424# US  
+18335480282,,5161912424# US (Toll-Free)**

**Monday, December 19, 2022  
3:00 PM**

***Please be advised that pre-entry metal detector screening requirements are now in place in City Hall. Members of the public are requested to plan visits accordingly.***

*In the interest of maintaining appropriate social distancing, members of the public can view this meeting through live webcast at [www.beverlyhills.org/live](http://www.beverlyhills.org/live) and on BH Channel 10 or Channel 35 on Spectrum Cable, and can participate in the teleconference/video conference by using the link above. Written comments may be emailed to [mayorandcitycouncil@beverlyhills.org](mailto:mayorandcitycouncil@beverlyhills.org) and will also be taken during the meeting when the topic is being reviewed by the Beverly Hills City Council Liaison / Rodeo Drive / Special Events/ Holiday Program Committee. Beverly Hills Liaison meetings will be in-person at City Hall.*

**AGENDA**

- 1) Public Comment
  - a. Members of the public will be given the opportunity to directly address the Committee on any item listed on the agenda.
  
- 2) Request to Consider the Placement of Persian New Year (Nowruz) Street Pole Banners in Beverly Hills

3) Future Agenda Items

4) Adjournment

  
Huma Ahmed for  
City Clerk

Posted: December 16, 2022

**A DETAILED LIAISON AGENDA PACKET IS AVAILABLE FOR REVIEW AT  
[WWW.BEVERLYHILLS.ORG](http://WWW.BEVERLYHILLS.ORG)**



Pursuant to the Americans with Disabilities Act, the City of Beverly Hills will make reasonable efforts to accommodate persons with disabilities. If you require special assistance, please call (310) 285-1014 (voice) or (310) 285-6881 (TTY). Providing at least twenty-four (24) hours advance notice will help to ensure availability of services. City Hall, including the Municipal Gallery is wheelchair accessible.



**CITY OF BEVERLY HILLS**  
**POLICY AND MANAGEMENT DEPARTMENT**

**MEMORANDUM**

**TO:** City Council Liaison / Rodeo Drive / Special Events / Holiday Program Committee

**FROM:** Stephanie Harris, Community Outreach Manager

**DATE:** December 19, 2022

**SUBJECT:** Request to Consider the Placement of Persian New Year (Nowruz) Street Pole Banners in Beverly Hills

**ATTACHMENTS:** 1. City Banner Policy  
2. Sample Artwork — Nowruz Banner (Farhang Foundation)

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**Introduction**

This report provides the City Council Rodeo Drive/Special Events/Holiday Program Committee Liaisons of Mayor Bosse and Councilmember Friedman (Liaisons) with a request from the Farhang Foundation ("Foundation") to consider the installation of street pole banners commemorating The Persian New Year, also known as Nowruz (New Day), celebrated in March 2023 similar to in years past.

Nowruz is a non-religious, secular festival that welcomes the start of Spring and the beginning of the Persian New Year.

This item is being brought to the Liaisons for consideration and direction.

**Discussion**

Nowruz is the Persian New Year, which has been celebrated worldwide for over 3,000 years by people of very diverse communities. Nowruz falls on the first day of the vernal equinox, which typically occurs on March 21 and marks the first day of the Persian New Year. Beverly Hills is home to a significant Persian resident population.

In previous years, the Foundation has provided the City with artwork for the street pole banners without listing the name of the organization or the actual date of Nowruz on the banners, so that these banners can be used for multiple years.

The number of banners hung in previous years was 50 street pole banners and 1 horizontal street span. This year the request has increased to a total of 89 banners to include areas of the Business Triangle and additional banners on N. Santa Monica between Wilshire and Doheny .

Should the Liaisons approve the request to install street pole banners for Nowruz, then the following items are for consideration:

- Banner Timeframe: Banners be placed from the beginning of February 2023 until just after Nowruz on March 21, 2023.
- Banner Location: It is proposed that 89 (88) street pole banners be placed throughout the City with one (1) horizontal street pole banner at the intersection of Wilshire and Santa Monica.

**Street Pole Banner locations**

Alternating poles on each side of the street

- 10 Banners - Wilshire Blvd between Maple and Robertson
- 10 Banners - Wilshire Blvd between N. Santa Monica Blvd and City’s western border
- 10 Banners – La Cienega Blvd, between Wilshire and Olympic
- 10 Banners – S. Santa Monica between Wilshire Blvd and Rodeo
- 7 Banners – Cañon between Wilshire and S. Santa Monica Boulevard
- 8 Banners – N. Beverly between Wilshire and S. Santa Monica Boulevard

Every other pole on the North side of the street only

- 33 Banners – N. Santa Monica Blvd between Wilshire and Doheny Dr

- The artwork as submitted by the Foundation (Attachment 1) with the City shield.

**Fiscal Impact**

Staff has obtained an estimated cost of \$23,576.10 (including tax) for fabrication, installation, maintenance and removal as outlined below:

Description	Per Unit	Quantity	Cost
Street Pole Banners includes: installation and removal	\$ 235.00	88	\$ 20,680.00
Horizontal Banner Banners includes: installation and removal	\$ 1,435.00	1	\$ 1,435.00
Subtotal			\$ 22,115.00
Sales Tax at 9.5% on fabrication only			\$ 1,461.10
Total			\$ 23,576.10

Funding for this request is available in the Council approved budget for the Policy and Management Marketing budget, 48008303 - 734400.

**Recommendation**

Staff recommends that the Liaisons provide on this request. Liaisons recommendations will go to the full City Council at the January 3, 2023 City Council meeting.

# **Attachment 1**

CITY OF BEVERLY HILLS POLICY  
REGARDING PRIVATELY-OWNED BANNERS AND RIBBONS  
ON STREET TREES AND STREET POLES

The City of Beverly Hills owns certain personal property, such as street light poles and other poles located in the public right of way (collectively referred to as “street poles”) from which the City and others occasionally hang decorative banners or banners promoting special events. Additionally, property owners have occasionally draped ribbons around street trees located in public right of way adjacent to their property.

Banners placed on street poles are an important medium for providing notice to Beverly Hills residents, as well as those who work in and visit Beverly Hills, about City-sponsored and City-funded special events. Because of the significant economic benefits gained from tourism, the City has a strong interest in fostering tourism by promoting City-sponsored and City-funded special events and by providing notice of the locations of nonprofit organizations (such as the Beverly Hills Chamber of Commerce and the Beverly Hills Visitor Bureau) that promote tourism and business within Beverly Hills.

By adopting this policy, the City does not intend to create public fora on street poles and street trees. The street poles and street trees are not traditional public fora and the City has never intended to open this property to use by others for communicative purposes, so the street poles and street trees are not designated public fora. As a consequence, the street poles and street trees are non-public fora.

The City wishes to establish a policy that governs the type of privately-owned banners and ribbons that may be affixed to street poles and street trees and the manner in which such items may be affixed. The purpose of these administrative regulations is to implement Beverly Hills Municipal Code Section 10-4-302(a), which prohibits the posting of any private sign, banner, or ribbon on a street pole, street tree or other public property without the permission of the City. Adopting these implementing administrative regulations will ensure that the provisions of Section 10-4-302 are applied in a viewpoint neutral manner and that posting of banners and ribbons will not result in signage clutter that distracts vehicle drivers or has a negative aesthetic impact. This policy does not apply to City-owned banners or ribbons.

Except as provided in this policy, no privately-owned banner or ribbon shall be affixed to a street pole or street tree. Nothing in this policy exempts a person from obtaining City approval before affixing banners or ribbons to City street poles or street trees.

Banners

1. No banner shall be hung from a street tree.

2. No banner shall be hung from any street pole unless that pole has been specifically designed or equipped to accommodate banners.
3. Banners hung from City street poles shall be limited to the following:
  - a. Banners advertising events that satisfy all of the following criteria: (i) are open to the public; (ii) will be conducted on public property within Beverly Hills; (iii) are being sponsored, in part or in full, by the City or the Beverly Hills Unified School District; and (iv) will raise money for a non-profit organization that either provides financial support or free services to the City or the School District.
  - b. Banners advertising events that satisfy all of the following criteria: (i) are open to the public; (ii) are being conducted on private, non-residential, property within Beverly Hills where a non profit organization is the sole occupant; and (iii) are sponsored by that non-profit organization. Such banners shall be hung solely on poles directly adjacent to that property.
  - c. Banners advertising City-sponsored or City-funded special events that satisfy all of the following criteria: (i) are open to the public; (ii) are conducted by a nonprofit organization that promotes tourism or business within Beverly Hills; and (iii) are not a purely commercial enterprise; and (iv) either (a) the proceeds, if any, will directly benefit either a federal, state or local government agency or the non-profit organization conducting the event or (b) the special event will take place on City-owned property and will further a public purpose. "City-sponsored" special event means an event in which the City is a co-sponsor and actively involved in conducting or staging the event. A "City-funded" special event is an event that has received funding of \$15,000 or more from the City.
  - d. Banners demarking the location of a non-profit organization that maintains tax-exempt status under Internal Revenue Code Section 501(c)(3) and whose primary purpose is to promote tourism or business within Beverly Hills.
4. Material and location of banners shall be subject to the review and approval of the City Engineer. Banners that are hung over a street and between two poles on opposite sides of the street shall be no larger than twenty feet (20') wide and four feet (4') high. Vertical banners that are hung from one street pole shall be no larger than three feet, nine inches (3'9") wide and ten feet (10') high. Banners shall not include the logo of a for profit corporation nor indicate sponsorship by any individual or for profit corporation.

5. No decorative flags or any other moving objects may be attached to the ties or cords used to secure banners hung over a street.
6. Banners advertising an event shall be hung no earlier than fourteen (14) days before the event and shall be removed within one (1) business day after the event. If any banner is not removed within this time frame, City personnel shall remove the banner and the owner of the banner shall be billed for the City's costs associated with such removal.
7. Banners shall be removed if they become torn, tattered, faded or are otherwise not maintained in a first class condition.
8. All banners shall be affixed in accordance with safety requirements established by the City Engineer.
9. No banners shall be hung from City street poles during the following dates: November 1st through January 10th annually.
10. For the purposes of this policy, "banner" shall have the same meaning as "flag, banner or pennant" as defined in the Beverly Hills Municipal Code.
11. The City shall limit its review and approval of banners to whether the banners meet the criteria of this policy and whether the posting of the banner would conflict with the scheduled posting of any other banner. The City shall render its decision within thirty days after an application for a banner has been filed.

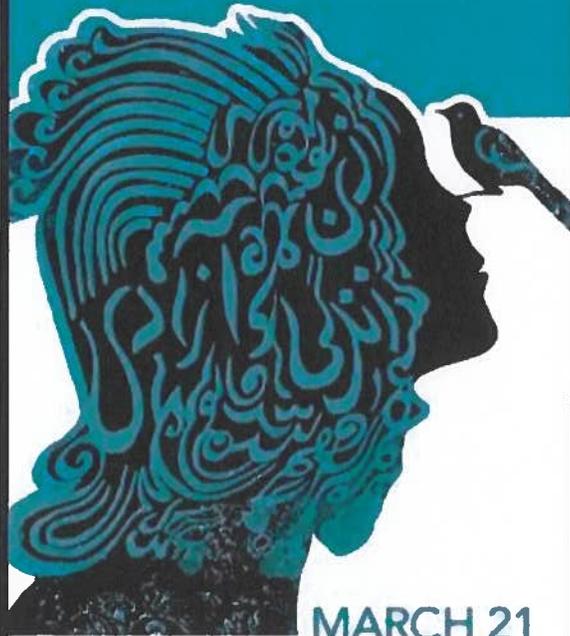
### Ribbons

1. A private property owner may affix a ribbon to a street tree directly adjacent to that owner's property provided that:
  - a. The ribbon is affixed in a manner that does not injure the tree.
  - b. The ribbon is a single color and contains no text.
  - c. No more than one ribbon is affixed to a tree at any one time.
  - d. No street tree shall be draped with a ribbon for more than one week in any six-month period.
2. Ribbons shall be removed if they become torn, tattered, faded or are otherwise not maintained in a first class condition.

3. The City shall limit its review and approval of ribbons to whether the ribbons meet the criteria of this policy and whether the affixing of the ribbons would conflict with the scheduled affixing of any other ribbon. The City shall render its decision within thirty days after an application for a ribbon has been filed.

## **Attachment 2**

**WOMAN  
LIFE  
FREEDOM**



MARCH 21

**WELCOMING  
NOWRUZ**

IRANIAN NEW YEAR

