

DB

MOTION

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

#54

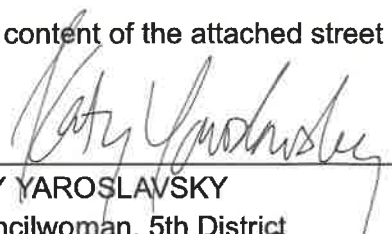
La Cienega Boulevard between Beverly Boulevard and Santa Monica Boulevard has long been recognized as a premiere destination for shoppers seeking the best in interior design. Its exceptional pedestrian environment dovetails nicely with establishments specializing in art, antiques, apparel, furniture,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

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.

I THEREFORE MOVE that the City Council, in accordance with Los Angeles Municipal Code (LAMC) Section 62.132, approve the Non-Event Street Banner Program being coordinated by the La Cienega Design Quarter (LCDQ), as a City of Los Angeles Non-Event Street Banner Program for the period of March 2025 - March 2026.

I FURTHER MOVE that the City Council approve the content of the attached street banner design.

PRESENTED BY:

  
KATY YAROSLAVSKY  
Councilwoman, 5th District

SECONDED BY:



ORIGINAL

JAN 29 2025

designLA