

RESOLUTION NO. 29/2019

A Resolution of the Town Council of the Town of Corte Madera (1) Endorsing the Corte Madera Beautification Committee's Oktoberfest Celebration and Fundraiser, (2) Allowing Eleven Temporary Signs in the Public Right-of-Way from September 13, 2019 through October 14, 2019 Publicizing the Corte Madera Beautification Committee's Oktoberfest event on October 12, 2019; and (3) Determining that the Project is Exempt from the California Environmental Quality Act (CEQA) Pursuant to CEQA Guidelines 15061(B)(3)

WHEREAS, on July 29, 2019, the Corte Madera Beautification Committee requested permission to install eleven temporary banner signs in the public right-of-way from September 13, 2019 through October 14, 2019, publicizing the Annual Oktoberfest Celebration and Fundraiser on October 12, 2019; and

WHEREAS, the Corte Madera Beautification Committee is a non-profit organization that raises funds through events such as Oktoberfest to help fund various projects that enhance public property and beautify Corte Madera; and

WHEREAS, Corte Madera Municipal Code Section 18.22.050(10)(A) permits such signs with the approval of the Town Council.

NOW, THEREFORE, BE IT RESOLVED, that the Corte Madera Town Council does hereby endorse the Corte Madera Beautification Committee's Oktoberfest Celebration and Fundraiser and approves the request to install eleven temporary banner signs as shown in Attachments A and B, subject to the following conditions:

1. The temporary banner signs are permitted to be displayed in the public right-of-way per the Banner Location Program per the following schedule:

September 13, 2019 – October 14, 2019:

- Location #1-6 – On six light poles along San Clemente Drive
- Location #7 – On one light pole on Tamalpais Drive in front of Fire Station 14
- Location #8 – On one light pole on Redwood Avenue at Montecito Drive
- Location #9 – On southeast corner of Corte Madera Avenue and Redwood Avenue

September 15, 2019 – October 14, 2019:

- Location #10 – On Madera Boulevard across from Safeway
- Location #11 – On Redwood Highway at the east end of Wornum Drive

CALIFORNIA ENVIRONMENTAL QUALITY ACT("CEQA") DETERMINATION

The activity is covered by the general rule that CEQA does not apply where it can be seen with certainty that there is no possibility that the activity will have a significant effect on the environment (CEQA, Article 5, Section 15061(b)(3)).


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I HEREBY CERTIFY that the foregoing resolution was duly and regularly adopted by the Town Council of Corte Madera at a regular meeting held on the 6th day of August 2019, by the following vote, to wit:

AYES: Councilmembers: Andrews, Beckman, Kunhardt, Ravasio
NOES: Councilmembers: - None -
ABSENT: Councilmembers: Bailey


James H. Andrews, Mayor

ATTEST:


Rebecca Vaughn, Town Clerk

ATTACHMENT A
BANNER EXAMPLES

Horizontal banner example:



A horizontal banner for Oktoberfest. On the left is a vertical rectangular logo featuring a man in a black and white outfit holding a large bouquet of flowers. Below the logo, the text reads "OKTOBERFEST CORTE MADERA". To the right of the logo, the text is arranged as follows: "Saturday, October 12" in large black font, "Noon to 5:00 pm" in smaller black font, "Old Corte Madera Square" in red font, "Oktoberfest" in a large, stylized green font, "Brews ♦ Music ♦ Food ♦ Fun" in red font, "♦ Games for Kids ♦" in red font, and "A Fundraiser for the Corte Madera Beautification Committee" in small black font at the bottom.

Vertical banner example:



A vertical banner for Oktoberfest. At the top is a circular logo with a man holding a bouquet of flowers. The text "OKTOBERFEST" is written in a semi-circle above the man, and "CORTE MADERA" is written in a semi-circle below. Below the logo, the text reads "Second Saturday in October." in a large, stylized black font, and "Old Corte Madera Square" in a smaller, brown font at the bottom.

ATTACHMENT B BANNER LOCATIONS

