

# **Filming Guidelines**

## **For the Montrose Shopping Park**

**Approved March 1, 2018**

The area located along Honolulu Avenue between North Verdugo Road on the East and Las Palmas Drive on the West, and Ocean View Boulevard South from Montrose Lane on the North to Broadview Drive on the South, Montrose Avenue South from Montrose Lane to Honolulu Avenue and the area of Thompson Court North from Honolulu Avenue up to and including the area known as The Boardwalk is known as The Montrose Shopping Park (MSP). This area is governed by California Assembly Bill 1696 in cooperation with the City of Glendale and is thus defined as a Business Improvement District (BID). This area is considered a “sensitive area” in that:

1. Customer and merchant parking is limited
2. Honolulu Avenue, Montrose Avenue and Ocean View Boulevard are major thoroughfares into and out of The Montrose Shopping Park (MSP).
3. This area is frequently filmed.

### **Mandatory Conditions**

The City of Glendale requires more stringent guidelines for commercial filming when permitting this particular area. Granting of film permits is not automatic. The conditions specified herein are in addition to those normally required for filming permits in the City of Glendale in areas outside of the MSP BID. The Montrose Shopping Park Association (MSPA) provides a Filming Liaison to assist film production companies in complying with these filming guidelines. The MSPA Filming Liaison has the discretion to impose additional conditions and fees if warranted.

### **Traffic Control and Street Closures**

Complete closures of Honolulu Avenue or Ocean View Boulevard during business Hours (10:00 AM – 6:00 PM) are limited and generally not permitted unless affected merchants and MSPA agree to the closure and are appropriately compensated in accordance with Filming Guidelines. Periods of Intermittent Traffic Control (ITC) will be limited to three (3) minutes maximum during business hours and during peak traffic flow periods (morning, afternoon and evening rush hours). All waiting traffic must be released before another ITC period begins. MSPA Board Members must be notified in advance of any proposed street closure.

### **Parking**

A detailed parking plan must be submitted to the MSPA Filming Liaison no later than seven (7) days prior to proposed set up or production, in addition to a filming layout diagram indicating the location of the proposed filming sites. Only essential vehicles may be parked on Honolulu Avenue, Ocean View Boulevard or their side streets per the required parking plan. Parking is generally restricted to MSPA merchants and customers during business hours. Filming personnel are encouraged to arrange for private parking as available in the area. It is the responsibility of the film company to negotiate and make arrangements with the individual owner(s) of these properties.

## **Parking (cont'd)**

Use of public parking lots within the Montrose Shopping Park for essential filming vehicles may be arranged at the discretion and approval of the MSPA Filming Liaison. Merchants impacted by the film company's use of public parking lot(s) must be appropriately compensated in accordance with Filming Guidelines. In all cases, vehicles and equipment associated with filming activities must be parked in designated areas per the required and approved parking plan and filming layout diagram.

The film production company is responsible for posting and removing "NO PARKING" signs. "NO PARKING" signs must be posted at least 30 hours prior to the start of production in order to be enforceable. For filming occurring on Mondays, "NO PARKING" signage must be posted no later than 3 pm on the Friday prior to filming. Signatures of consent from business owners in front of whose property equipment or vehicles are parked or "NO PARKING" signs are posted must be obtained 48 hours prior to the start of production. "NO PARKING" signs may only be posted in areas where signatures of consent have been obtained. Outside of Monday filming (Friday posting), "NO PARKING" signage shall not be posted more than 48 hours in advance of the start of filming activity.

## **Filming Hours, Notification and Signature Requirements**

Normal hours for filming activities are from 7:00 AM – 10:00 PM. Although the MSP essentially is a commercial/retail area, there are numerous residences located above or adjacent to the district. Requests for extended filming hours may require approval signatures from residents near filming activities or equipment.

The majority of businesses located in the MSP are open daily from 10:00 AM – 6:00 PM (however, there are businesses that open earlier and close later). If any filming activities are planned during business hours, approval signatures are required from those merchants directly impacted.

By contract with the City of Glendale, the MSPA administrates certain activities within the MSP. The MSPA believes a business within the MSP BID is impacted when:

1. Equipment is placed, or personnel are positioned, in front of a merchant's business (with or without his/her approval) which would discourage or prohibit customers from entering the place of business, or
2. The merchant's exterior storefront is used (with or without his/her approval) as a definite background, or
3. The interior of a merchant's place of business is used (with his/her approval), or
4. Prep or strike activities cause a demonstrated hardship to the merchant, or
5. The business is located either adjacent to or in the immediate area of the filming site. ***Includes use of ITC which may restrict or cause disruption of street and/or pedestrian traffic flow, thereby impacting a merchant's business activity.***

## **Communication**

A notification of filming letter must be submitted to impacted merchants as defined above at least seven (7) days prior to filming or pre-filming activities. The individual responsible for merchant notification must be identified to the MSPA Filming Liaison with a contact telephone number and email address provided. A copy of this notification must also be submitted to the MSPA Filming Liaison. If the project includes multiple dates and locations, the film production company must include this information in the notification letter.

The location manager or a designated representative must be available to resolve issues or answer questions. This person should be identified to the MSPA Filming Liaison and appropriate telephone and pager numbers must be provided.

All signage, including directional posters, notification flyers, “NO PARKING” signs, etc., must be removed upon completion of filming.

The film production company is required to post “Businesses Open During Filming” signs.

## **Filming Moratoria**

No filming activity (with the exception of planned MSPA sponsored filming) will be allowed in the MSP on the following event days:

1. Montrose Christmas Parade.
2. Montrose Oktoberfest.
3. Montrose Arts and Crafts Festival.
4. Halloween.
5. Montrose Harvest Market.
6. Montrose Art Walk.
7. The peak shopping period from November 15<sup>th</sup> through January 3<sup>rd</sup>
8. Other M.S.P.A.-sponsored public events

## **Payment Schedule**

Payments made to the MSPA are separate and in addition to those imposed by the City of Glendale. The amount of the payment made by filming production companies to the MSPA is based on the level of impact proposed filming and filming activities have on the BID and the businesses therein. Payments must be received prior to any prep or filming and are determined by any or all of the activities listed under each category on a daily basis:

Minimal Impact - \$1250

Includes filming and activity exclusively inside MSPA or merchant facilities; no equipment or filming personnel on sidewalks; no use of MSPA parking spaces.

Low Impact - \$2000

1. Use of Public Parking Lots.
2. Use of one (1) parking space per block.
3. No ITC.

Medium Impact -\$2500

1. Filming on Honolulu Avenue, Ocean View Boulevard or side streets.
2. Use of three up to three (3) parking spaces per block.
3. ITC for a maximum of ninety (90) seconds.

High Impact - \$3000

1. Filming on Honolulu Avenue, Ocean View Boulevard or side streets.
2. Use of four (4) parking spaces per block.
3. ITC for more than ninety (90) seconds.

Extra Impact - \$3500

4. **Any street closure. Note !!! - The MSPA Filming Liaison has the discretion to impose additional conditions and fees if warranted.**

In addition to the above schedule, the film production company must compensate individual merchants whose businesses immediately neighbor, or are impacted by, the proposed filming activity, in particular with regard to the production company's permitted use of adjacent on-street parking. The following compensation guidelines are based on the level of interference the proposed filming may cause merchants. Compensation is based on any or all of the following criteria, including the nature of the business affected (e.g., restaurants, etc), and is payable prior to any prep or filming to the business owner whether the merchant approves of the filming or not. The following compensation guidelines for individual businesses are meant to be construed as minimum payments, the total amount of which is to be negotiated between the film production company and the owner of said business.

Minimal Interference - \$150 / Day

Personnel or any equipment are placed or positioned on, or in front of, a business other than the film location for fifteen (15) minutes or less in a twenty-four (24) hour period and the entrance to the place of business is not blocked at any time. Total compensation of \$175 shall be split

among businesses in buildings meeting this criterion with multiple tenants sharing a single entrance.

Moderate Interference - \$350 / Day

Personnel or any equipment are placed or positioned on, or in front of, a business other than the filming location for more than fifteen (15) minutes, but less than two (2) hours, in a twenty-four (24) hour period, and the entrance to the place of business is not blocked at any time. Total compensation of \$370 shall be split among businesses in buildings meeting this criterion with multiple tenants sharing a common entrance.

Extensive Interference - \$450 / Day

Personnel or any equipment are placed or positioned on, or in front of, a business other than the filming location for more than two (2) hours, but less than four (4) hours, in total in a twenty-four (24) hour period, and the entrance to the place of business is not blocked at anytime, and/or intermittent pedestrian control is required and/or the exterior of a business is lighted for background use. Total compensation of \$475 shall be split among businesses in buildings meeting this criterion with multiple tenants sharing a common entrance.

Extreme Interference - \$800 / Day

Personnel or any equipment are placed or positioned on, or in front of, a business other than the filming location for more than four (4) hours in total in a twenty-four (24) hour period, and the entrance to the place of business is never blocked at anytime, and/or intermittent pedestrian control is required and/or the exterior of a business is lighted for background use. Total compensation of \$775 shall be split among businesses in buildings meeting this criterion with multiple tenants sharing a common entrance.

In the event that a business entrance is blocked for any period of time, the owner of the affected business(s) must be compensated by the film production company at a rate to be negotiated between the company and the affected business owner, with the assistance of the MSPA Filming Liaison if necessary. Similarly, compensation for filming, construct or strike activities, window dressing, etc., inside of a business(s) or on private property must be negotiated between the affected business(s) and the film production company.