

**Filming Guidelines**  
**For the Montrose Shopping Park**  
**(Effective January 3, 2023)**

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**

Montrose Shopping Park Association (MSPA) provides a Filming Liaison to assist film production companies in complying with these filming guidelines. All requests must be made within a 2-week minimum for any filming consideration. The MSPA Filming Liaison has the discretion to impose additional conditions and fees if warranted.

Effective August 1, 2022, once approval of a film request is granted by the MSPA Filming Liaison, responsibility for the issuance of a film permit is between the filming company and FilmLA.

**Traffic Control and Street Closures**

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.

Note: All impacted merchants must be appropriately compensated for ITC. If ITC causes a business to be closed for normal business operation the business must be compensated for the financial impact due to the ITC. All ITC will be reviewed by the Film Liaison before accepted. A full scope of filming and merchant compensation must be submitted in writing to the Film Liaison to present for Board or Film Committee review. During ITC sidewalks will remain open for pedestrian use unless IPC (Intermittent Pedestrian Control) is implemented due to filming requirements. IPC guidelines with respect to limitations, merchant notification, and merchant compensation are the same as set forth with ITC.

**Parking**

A detailed parking plan must be submitted to the MSPA Filming Liaison no later than 10 days prior to proposed set up or production, in addition to a filming layout diagram indicating the location of the proposed filming sites. Parking is restricted to MSPA merchants and customers during business hours. Off-site Base camp parking is the responsibility of the film company. Base camp parking inside the Montrose Shopping Park may be provided in designated areas only during “off-hours” and only when approved by the Filming Liaison. 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.

Merchants who agree and are impacted by the film company's use of their private 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. Adjacent businesses within 200' of film company activity, either directly across or in front of the business, must be appropriately compensated by the film company.

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 who are open and directly impacted with compensation provided in according with our Filming Guidelines.**

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 and entitled to compensation from the film company 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 and/or IPC which may restrict or cause disruption of street and/or pedestrian traffic flow, thereby impacting a merchant's business activity.***
6. If any time supersedes the agreed schedule additional fee will be assessed and are required to be paid on site, as discerned by the Filming Liaison.

### **Communication**

A notification of filming letter must be submitted to impacted merchants as defined above at least 14 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 letter must also be submitted to the MSPA Filming Liaison for review and approval prior to distribution. If the project includes multiple dates and locations, the film production company must include this information in the notification letter.

A full scope of filming-timelines, crew & staff numbers, list of all equipment and location of all equipment, locations of filming, and direction of filming must be in writing and submitted to the MSPA Filming Liaison for approval prior to filming permission being granted.

The location manager or a designated representative must be available to resolve issues or answer questions. This person(s) must be identified to the MSPA Filming Liaison and appropriate cell phone number must be provided.

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

The film production company is required to post "Businesses Open During Filming" signs. Signs must be placed at both ends of the filming location.

### **Filming Moratoria**

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

The peak shopping period from November 15th through January 3rd

1. Montrose Christmas Parade.
2. Montrose Oktoberfest.
3. Montrose Arts and Crafts Festival.
4. Halloween.
5. Montrose Harvest Market.
6. Montrose Car Show
7. Brewfest
8. Montrose Wine Walk
9. The peak shopping period from November 15th through January 3rd
10. Other MSPA-sponsored public events

### **Payment Schedule**

Payments made to the MSPA are separate and in addition to those imposed by FilmLA. 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 by the Film Liaison a minimum of 24 hours prior to any prep or filming activity and are determined by any or all of the activities listed under each category on a daily basis:

Minimal Impact - \$1500

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

Low Impact - \$2000 - \$2500

1. As above, with the use of Private Merchant or limited use Business Parking Lots agreed upon by the MSPA and with no more than 1 or 2 merchants impacted.
2. No ITC or IPC.

Medium Impact - \$2500 - \$3000

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

High Impact - \$3000 - \$5000

1. Filming on Honolulu Avenue, Ocean View Boulevard, or side streets.
2. ITC and/or IPC for more than ninety (90) seconds but no more than 3 times.
3. Use of up to four (4) parking spaces per block.

Extra Impact - \$5000 +

1. More the four (4) parking spaces in any block with the MSP.
2. More than 3 times of ninety (90) seconds ITC and/or IPC.
3. More than four (4) parking spaces in any one block of the MSP.

**Any street closure within the MSP. Street closures are generally limited to the hours of 9pm – 10am. 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. If production time goes beyond the submitted and approved schedule, additional compensation must be paid on-site to the impacted merchant. The additional compensation includes filming equipment or production, cast, and crew vehicles left blocking stores and their parking access. Any MSP business closed on the dates of filming is not entitled to compensation for the date closed. 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

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. For the business/tenant: 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 any time, and/or intermittent pedestrian control is required and/or the exterior of a business is lighted for background use.

For the business/tenant: 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 any time, and/or intermittent pedestrian control is required and/or the exterior of a business is lighted for background use. For the business/tenant: 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.