



FILMING GUIDELINES FOR FILMING IN THE DOWNTOWN AREA OF THE CITY OF MONROVIA, CALIFORNIA

The area located between the south side of Foothill Boulevard and the north side of Olive Avenue, and, between the east side of Primrose Avenue and the west side of Ivy Avenue is known as the Monrovia Downtown Business Improvement District or "Old Town Monrovia". The District is governed by AB 1696 in cooperation with the City of Monrovia. This area is declared a "sensitive area" in that:

- Customer and merchant parking is limited;
- Myrtle Avenue is used as the main thoroughfare into and out of the City via the 210 Freeway; and
- Merchants have had a frequent number of film activities in this area and some have had negative past experiences with production companies.

FEE SCHEDULE PAID TO THE BUSINESS IMPROVEMENT DISTRICT

An **Impact Fee** is charged for each day of filming based on the impact on "Old Town Monrovia". *This impact fee is paid to the Monrovia Old Town Advisory Board.*

Based on the level of impact on "Old Town Monrovia", these fees are:

- | | |
|----------------------------|----------------------|
| • \$0-\$1,000 | Low Impact |
| • \$1,000-\$2,000 | Medium Impact |
| • Negotiated Amount | High Impact |

The level of impact will be determined by any or all of the activities listed under each category:

Low Impact (\$0-\$1,000)

- Use of Library Park only
- One (1) parking space per block
- No intermittent traffic control or pedestrian control

Medium Impact (\$1,000-\$2,000)

- Filming on Myrtle Avenue or Old Town side streets
- Two (2) to four (4) parking spaces per block
- Intermittent traffic control with a maximum of two (2) minute intervals
- Pedestrian control

High Impact (Negotiated Amount)

- Filming on Myrtle Avenue or Old Town side streets
- Street closure (intermittent traffic control over two minutes is considered a street closure)
- Any extreme filming scenarios as determined by City personnel

GUIDELINES FOR MERCHANT SIGNATURE AND NOTIFICATION

Direct Impact

Filming activities which *directly* impact an **Old Town business** require **100% merchant signature approval** in the indicated impacted area. Guidelines for determining direct impact are as follows:

- Filming activity that would include equipment or personnel to be placed directly in front of business is considered direct impact.
- ***Compensation is a negotiable amount between the merchant and the film company.***

Potential Impact

Filming activities which *potentially* impact an **Old Town business** require **75% merchant signature approval** in the indicated impacted area. Guidelines for determining potential impact are as follows:

- Filming activity that included the use of parking spaces, pedestrian control and/or intermittent traffic control is considered potential impact.
- Potential impact is considered from breezeway to breezeway, block to block, street to street and/ or any combination thereof. Determination is based upon filming activity and is at the discretion of City personnel.
- ***Compensation is a negotiable amount between the merchant and the film company.***

NOTIFICATION

Written notification (provided by the City of Monrovia based on film application details) of filming activities, by a principal of the film company, to each impacted merchant. Notifications and film guidelines will be distributed 4-days prior to the first day of construct/filming. The film company will give notice and obtain signatures from each merchant in the affected area for opportunity to object on an announcement form provided by the City prior to permit approval.

POLICIES

Information needed, in addition to the City permit requirements, will include:

- vehicle/pedestrian flow disruptions,
- camera placements
- storyline/storyboard,
- location sites and/or address(es) of impacted stores,
- specific times at each location
- all parking needs,
- placement of all equipment, signs, special effects etc.

Each filming activity will also be reviewed by the Chair or designee of the MOTAB who will advise the City on permit approval.

An on-site monitor (city employee) will be assigned to each filming site during construct, filming and strike activities. Actual on-site monitor personnel charges will be ascertained at an hourly rate to be paid by the production company at the time of film permit issuance.

EXCEPTIONS AND RESTRICTIONS

Equipment, stored or kept on Myrtle Avenue, must be minimal.

Equipment or personnel will not block merchant's front or rear entrances or hinder merchant's deliveries.

Due to limited parking in "Old Town Monrovia," crew, catering and equipment vehicle parking is extremely restricted in public city lots.

Non-profit student filming will be at no charge but may require an on-site monitor. However, the above policies still apply. A certificate of insurance of at least \$1,000,000 must be filed with the City naming the MOTAB as "additional insured" prior to filming activities.

Merchant's electricity, telephones, or restrooms may not be used unless previously agreed upon in writing with the merchants involved.

There will be no time or location where filming interferes with church activities such as; weddings, funerals, or Saturday or Sunday services. Such filming will be handled on a case-by-case basis.

Street closures must be approved by the MOTAB. The MOTAB will consider street closure requests at their regularly scheduled meetings. Regularly scheduled meetings are held in the City Council chambers at the Monrovia City Hall on the second Tuesday of each month. *A thirty-day (30) advance notice is required for such a request. (Please note intermittent traffic control over two-minute intervals will be considered a street closure).

*Exceptions to this requirement may be made on a case by case basis (with approval of the MOTAB Chair or designee).

Parking on Myrtle Avenue will be limited. Parking on streets intersecting Myrtle Avenue will also be limited. Because parking in the Old Town District is limited, only essential vehicles for the filming process are allowed to park in these areas, i.e. a generator truck or "period" automobile used as a prop in the film.

RESTRICTED FILMING DATES

Filming will not be allowed in "Old Town Monrovia" due to limited parking and undue disruption as follows:

- Weekends (Friday, Saturday and Sunday, during regular business hours)
- Monrovia Days Celebration (Occurs in the month of May)
- Winter Holiday Parade
- Family Festival
- Library Concerts
- Art Festival
- Craft Fairs
- Sidewalk Sales
- Halloween Activities
- Winter Holiday Season (the week before Thanksgiving until after the New Year.)

Exceptions to the above restrictions may be made on a case-by-case basis (with approval of the MOTAB Chair or designee); however, every reasonable effort will be made to park all vehicles away from the downtown area.

SECURITY DEPOSIT

A cash deposit equal to the impact fee paid to the BID will be held by the City's Business License Officer and is required prior to filming activities. Such deposit will be held for reasons that include, but not limited to, any unauthorized amendments made to the City issued film permit, as payment towards any outstanding fees owed to the City and/or the impacted merchants if the filming is canceled after the permitting process has begun, the deposit may also be held as a cancellation fee for time and services rendered by the Business License officer or MOTAB liaison. In the event the film company adheres to all terms and conditions of the guidelines, the deposit will be returned.

The City and MOTAB recognize that the above guidelines will not cover all filming situations. Extenuating circumstances and/or demonstrated hardship by affected merchants may dictate evaluation by the MOTAB Chair or designee on a case-by-case basis if brought forth within 72 hours of filming activity.