



CITY OF REDONDO BEACH STREET BANNER GUIDELINES

PLEASE NOTE: These guidelines are written for street banners displayed at the following locations: (1) Pacific Coast Highway and Elena; (2) Del Amo and Prospect; (3) Inglewood and Artesia; (4) Under the King Harbor Sign at Pacific Coast Highway and Catalina.

1. The maximum display period for all street banners is limited to two weeks at one location. Eligible organizations may hang banners a maximum of two times per year (spring / summer / fall / winter), promoting four separate events, if space is available.
2. The following entities are **eligible** to display banners:
 - a. Charitable organizations holding 501(c)(3) non-profit status.
 - b. Non-profit groups and clubs.
 - c. City-sponsored programs (e.g., user pay registration; recycling workshops; special City events.)
 - d. Redondo Beach youth and adult sports leagues.
 - e. Redondo Beach School District sanctioned events.
 - f. Redondo Beach general or local election banners.
 - g. Recognized commercial districts under the umbrella of the Chamber of Commerce (e.g., North Redondo Business Association; Riviera Village Association; Pier Association; South Bay Galleria.) Each recognized organization shall be restricted to displaying a banner once in each calendar year (January through December). The banner content must be generic in nature, not commercial.
3. The following are **ineligible** to display banners:
 - a. Resident or non-resident individuals, groups, clubs, organizations or companies whose banner display would promote a profit-making enterprise, personal gain, religion, business; or discriminate against individuals or groups; or promote or otherwise endorse partisan political activities or candidates, etc.
4. Requests from Redondo Beach organizations (**resident**) will be accepted no more than one year in advance or less than two weeks prior to initial display date. Requests from non-Redondo Beach organizations (**non-resident**) will be accepted no more than six weeks in advance or less than two weeks prior to the initial display date.
5. Banners will be charged at the following rates per location:

| | |
|--|-----------------|
| King Harbor Sign (PCH & Catalina) | \$350.00 |
| Prospect & Del Amo Intersection | \$300.00 |
| Inglewood & Artesia Intersection | \$300.00 |
| Elena & PCH Intersection | \$275.00 |

All requests will be handled on a first come, first served basis within the guidelines, except banners for City programs, which have preference.
6. Banners will be hung and removed on Mondays only, with the exception of holidays and City election banners, which will be displayed until the day after the election (Wednesday) and then replaced with any banners scheduled to be hung that week.

7. **All banners must conform to physical construction specifications (*see banner specifications*) or the banner will not be hung.**
8. The City of Redondo Beach is not liable for damage to the banner from weather or other acts of nature.
9. If banner needs to be re-hung or other similar needs, the applicant will have to pay all charges applicable.
10. We recommend a two sided banner, we cannot guarantee what side of a one sided banner will be displayed in a certain direction.

APPLICANT REQUIREMENTS

- Any group or organization wishing to display a banner must complete an "Application to Request Street Banner Space", which is attached to this document or by calling the Community Services Department at (310) 318-0650. Applications will be evaluated and processed by the date they are received and in accordance with current guidelines. Approved applications will be confirmed via email or telephone.
- All applicants must submit payment by check made payable to "City of Redondo Beach" or by Visa/MasterCard, to cover the cost of installation and take down. Payments should be mailed to the Community Services Department, Attn: Street Banners, 1922 Artesia Blvd., Redondo Beach, 90278. Please call (310) 318-0650 for credit card payment processing. **No refunds will be issued.**
- Each applicant must provide their own banner, which must be constructed to meet the physical construction specifications. Banners not meeting the specifications will not be hung.**
- The applicant must deliver the banner to the Community Services office, 1922 Artesia Blvd., Redondo Beach, **by appointment ONLY**, no later than the Thursday preceding the initial Monday display date. Banners can also be delivered to Signvertise, 1301 S. Pacific Coast Highway, Redondo Beach, during normal business hours, no later than the Friday preceding the initial Monday display date. Banners must be picked up from the Community Services office by appointment following the take-down date.
- PLEASE NOTE: The City of Redondo Beach is not responsible for the safekeeping of any applicant's banner at any time.



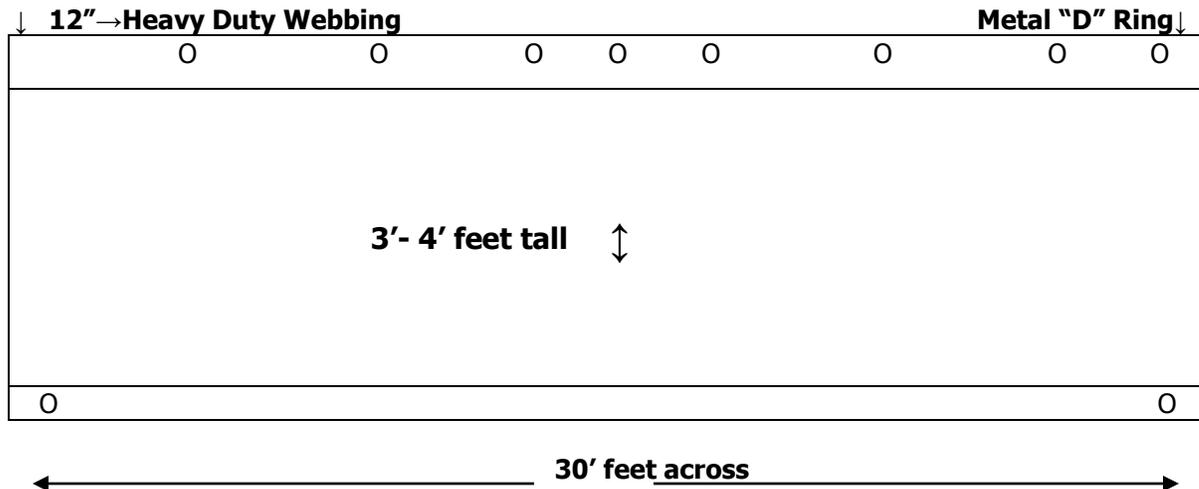
City of Redondo Beach
Community Services
1922 Artesia Blvd., Redondo Beach, CA 90278
(310) 318-0650

STREET BANNER SPECIFICATIONS

- The banner dimensions must be 30 feet across and between 3 & 4 feet tall.
- Banner material shall be made of at least 16 ounce Block-out Vinyl (or greater strength)
- The banner must have a 1-2 inch webbing sewn into all edges, around the entire banner.
- There shall be **(#5)** 5/8-inch metal grommets spaced at 3 feet at the very top seam and at the bottom corners. (see diagram below)
- Wind flaps throughout banner allowing at least 35% of the banner to open and let wind pass through.
- All four corners must be reinforced with 12x12 double-stitched triangle of banner material using metal "D" rings attached to heavy-duty webbing in all four corners. (see diagram below)
- The banner shall be clearly and permanently marked on each end so that it is easily identifiable even when rolled up. (Use a black permanent marker.)
- Two sided banner are suggested, we cannot guarantee the direction a one sided banner will be displayed.

The City of Redondo Beach is not liable for damage to the banner from weather or other acts of nature. If banner needs to be re-hung or similar, due to weather issues or other acts of nature, the applicant will have to pay all charges applicable.

THESE SPECIFICATIONS MUST BE ADHERED TO OR THE BANNER WILL NOT BE HUNG.





CITY OF REDONDO BEACH STREET BANNER APPLICATION

ORGANIZATION NAME: _____

IS THIS A NON-PROFIT ORGANIZATION?: _____
(Proof of non-profit status document 501(c)(3) must be provided upon request.)

CONTACT PERSON: _____

MAILING ADDRESS: _____

TELEPHONE: _____ FAX: _____

CELL: _____ EMAIL: _____

EVENT TITLE: _____ EVENT DATE: _____

REQUESTED BANNER DISPLAY PERIOD: _____
(Limited to two weeks. Banners are hung and removed on Mondays only.)

REQUESTED BANNER DISPLAY LOCATION
Please indicate 1st through 4th choices. The City reserves the right to change display location, as necessary.

- _____ KING HARBOR SIGN \$350.00
- _____ INGLEWOOD / ARTESIA \$300.00
- _____ PROSPECT / DEL AMO \$300.00
- _____ PCH / ELENA \$275.00 (Please note: this location is partially obscured)

EXACT WORDING, AS IT WILL APPEAR ON THE BANNER: _____

Approval is granted on a first come, first served basis, based upon space availability and fulfillment of eligibility guidelines. Please be aware that City-sponsored programs and events have priority over other events and may occasionally "bump" a banner reservation. A banner must conform to the City of Redondo Beach banner specifications or it will not be installed.

I, the undersigned, as a representative of the above named organization, certify that the above statements are factual.

Applicant Signature

Date

Return Form via Fax: (310) 798-8273 (or) Email to: Darryl.Kim@Redondo.org (or)

Mail Form and Payment to: Community Services, 1922 Artesia Blvd., Redondo Beach, CA 90278

The City of Redondo Beach is not liable for damage to the banner from weather or other acts of nature. If banner needs to be re-hung or similar, due to weather issues, the applicant will have to pay all charges applicable. The city will not issue refunds for issues related to visibility of banner.