



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)	\$400.00
Prospect & Del Amo Intersection	\$325.00
Inglewood & Artesia Intersection	\$325.00
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) 318-0666. 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, 1935 Manhattan Beach Blvd., Redondo Beach, 90278. Please call (310) 318-0666 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 Aviation Park office, 1935 Manhattan Beach 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.