

CITY OF HERMOSA BEACH APPLICATION FOR STREET BANNER PERMIT

FISCAL YEAR 2022-23



City of Hermosa Beach
Department of Public Works
1315 Valley Drive, Suite 001
Hermosa Beach, CA 90254
(310) 318-0222



CITY OF HERMOSA BEACH APPLICATION FOR STREET BANNER PERMIT

Thank you for your interest in obtaining a Street Banner Permit. At this time, Street Banner Permits are issued only to non-profit organizations for the purpose of publicizing non-commercial ventures and events or commercial events of an area-wide or general community interest within the City of Hermosa Beach.

Organizations interested in obtaining a permit must meet all requirements listed below and complete and submit the application on page 3, along with payment for the \$65.00 fee and a sample of the banner artwork. Please note the City will not reserve or install any banner(s) until all requirements are met.

FEES

Fee Type	Amount Owed	Payable to
Permit Fee	\$65.00	City of Hermosa Beach Payment can be mailed to 1315 Valley Drive Hermosa Beach, CA 90280 or email at mb@hermosabeach.gov (310) 318-0214
Banner Installation Fee	\$315.00	SIGNVERTISE Payment must be submitted in person along with the delivery of the banner(s). 1301 S. Pacific Coast Highway Redondo Beach, CA 90277 (310) 792-1111 <i>(See Appendix A - Letter from Signvertise regarding Pricing)</i>

PERMIT REQUIREMENTS

COMPLIANCE

Applicant agrees to comply with all applicable City Ordinances, Codes, State Laws, and ALL requirements of this permit. The City must approve the banner(s)' artwork.

INSTALLATION AND REMOVAL OF BANNER(S)

- Applicants are responsible for delivering all approved banners and payment to **SIGNVERTISE**, the company providing banner installation services to the City of Hermosa Beach, a minimum of two (2) working days prior to scheduled installation date.
- Banners are displayed for a two-week period only. All banners must be picked up from SIGNVERTISE forty-eight (48) hours after removal. Failure to retrieve banner(s) in the allotted time frame may result in losing your banner to the dumpster. No banner storage is available at the City or at SIGNVERTISE.



CITY OF HERMOSA BEACH APPLICATION FOR STREET BANNER PERMIT

PROOF OF LIABILITY INSURANCE

The applicant shall obtain and, at all times during the life of the permit, have in full force and effect public liability and property damage insurance with the following limits of liability:

- a. One Hundred Thousand (\$100,000.00) Dollars for death or bodily injury or loss sustained by one person in any one occurrence;
- b. Three Hundred Thousand (\$300,000.00) Dollars for death or bodily injury or loss sustained by more than one person in any occurrence; and
- c. Fifty Thousand (\$50,000.00) Dollar for loss occasioned by damage/injury to property in any one occurrence.

The insurance policy shall contain a broad form of contractual liability, including permits. The City Attorney shall approve policies as to form and carrier. **The City of Hermosa Beach must be names as an additional insured.**

BANNER REQUIREMENTS

1. All banners must be clean and in good condition. All four corners and grommet holes **MUST** be in good condition. No rips, tears, or missing corners.
2. Grommet size must be no less than ½" inside diameter. All banners **MUST** have grommets and holes spaced 24" to 36" apart (both top and bottom of banner).
3. All grommets on the banner **MUST HAVE CLIPS** (see attachment). **YOU MUST SUPPLY THESE CLIPS OR YOUR BANNER(S) WILL NOT BE INSTALLED.**
4. All banners must have webbing on the top and bottom with **SEW REINFORCED CORNERS.**
5. The **MINIMUM** and **MAXIMUM** height for all banners is **3 FEET.**
6. The **MINIMUM** length for banners is **15 FEET** (*12 FEET for Pier Plaza and Pacific Coast Highway/ 10th Street locations*); the **MAXIMUM** length for all banners is **30 FEET.**
7. Banners must be retrieved within 1-2 weeks after removal.

(See Appendix B.)

BANNER LOCATIONS

Available locations for banner installation(s) include the following:

- Lyndon Street/ Hermosa Avenue
- 10th Street/ Pacific Coast Highway
- Pier Avenue/ Valley Drive (accommodates 2 banners)
- Aviation Boulevard/ Prospect Avenue
- Pier Plaza (accommodates 2 banners)

NOTE: At the 10th Street/ Pacific Coast Highway location, only one side of the banner is visible from Aviation Boulevard and Pacific Coast Highway.

Should you have any questions about the information above, please contact Public Works at (310)318-0222 or mb@hermosabeach.gov.



Prior to completing this application, please review ALL requirements and fees on page 1 and 2 of this application.

APPLICANT'S INFORMATION

Agency Name: _____

Agency Address: _____

Non-Profit #: _____

Contact Person: _____ Title: _____

Telephone/Mobile Number: _____ Email: _____

BANNER INFORMATION

Event Title: _____

Event Date(s): _____

Date for Banner(s) Installation: _____

Date for Banner(s) Removal: _____

Banner Locations: Please select preferred location(s) from the list below. Staff will notify you if the selected locations are available.

Lyndon Street/ Hermosa Avenue

Pier Avenue/ Valley Drive

Pier Plaza

10th Street/ Pacific Coast Highway

Aviation Boulevard/ Prospect Avenue

At this location, only one side of the banner can be seen from the street – Aviation Boulevard at PCH.

Notes: _____

APPLICANT SIGNATURE

By signing below, applicant acknowledges review and understanding of all requirements provided on page 1 and 2 of this application.

Name: _____ Title: _____

Signature: _____ Date: _____

Should you have follow up questions, comments, or concerns about your application, please contact Public Works at (310) 318-0222.



**CITY OF HERMOSA BEACH
APPLICATION FOR STREET BANNER PERMIT**

APPENDIX A

Letter from Signvertise regarding Pricing



1301 S. Pacific Coast Hwy. Redondo Beach - CA 90277
Ph: 310-792-1111 - fax: 310-792-1113
E-mail: signvertise@verizon.net
www.signvertise.net

October 10, 2022

Re: Price increase for street banners taking effect October 31, 2022.

We are holding on raising our prices for 3 years but now due to raise on gas, insurance and worker's compensation prices increases besides other factors we had no choice to increase our prices on installations and removals of street banners from \$275.00 to \$315.00 per location.

It is not something we enjoy doing but unfortunately no choice due to the circumstances we are in.

In the event a banner needs to come down or go up in a different day then Monday morning there will be \$200.00 extra per location; based on our first availability to accommodate it as a rush.

Please advise all organizations of the price increase starting October 31, 2022.

Signvertise truly appreciate your business and takes the opportunity to thank you for your continuing loyalty and support.

Sincerely,


Douglas



CITY OF HERMOSA BEACH APPLICATION FOR STREET BANNER PERMIT

APPENDIX B

Required Materials

Please provide the required materials shown below along with your banner. Materials cannot be smaller than the actual size of the clips shown below.

Stainless Steel Double Swivel

4.5 Inches (4 ½ ")



Stainless Steel Spring Snap Link Clip

3 Inches (3")



Grommets

1.5 Inches (½") Inside Diameter



These clips are preferred.