

POLICY REGARDING POSTING PROMOTIONAL AND DIRECTIONAL SIGNS ON PUBLIC PROPERTY

Palos Verdes Estates Municipal Code Chapter Section 8.20.050 requires City Council approval to post signs in the places set forth in said Section. To implement said provisions, the City Council hereby determines that no signs (other than those erected by the City or as otherwise required by law) shall be permitted in such locations except as set forth in the following policy adopted by Council on October 10, 2006.

- 1) Promotional Signs may be posted for City-sponsored and City recreational club events.
 - (a) City-sponsored events are those for which City sponsorship has been obtained from the City Council during the Special Event Application approval process by a letter of request. The City Council may determine to sponsor any event, which meets all of the following criteria:
 - (i) the event is conducted solely by a non-profit organization, all members of which are residents and/or property owners of the City of Palos Verdes Estates;
 - (ii) the event is open to the general public and no admission fee is charged;
 - (iii) the event is a recreational or celebratory activity similar to those commonly conducted by a public entity (e.g. Fourth of July Celebration, Harvest Festival, etc.);
 - (iv) the organization conducting the event has had at least one similar event the year prior to City sponsorship which did not result in any adverse impacts to the public health, safety, or welfare.

In sponsoring an event, the City Council may, but need not, agree to provide City staff assistance in the planning, preparation, and/or execution of the event. The City will sponsor a maximum of 3 events per organization per year.
 - (b) City recreational clubs are those facilities owned by the City and run by concession agreements with the City.
- 2) Promotional signs may also be posted for events conducted by a public entity or entities and sponsored by the Palos Verdes Peninsula Unified School District and the Palos Verdes Peninsula Library District.
- 3) Requests may be submitted no sooner than six months prior to the event; but no later than two weeks prior to the event.
- 4) The sign(s) appearance, location(s), and dates of posting must be City approved.

- 5) All requests must secure Administrative approval, with advance notification to the Council.
- 6) No more than one sign may be posted in a location at one time. Posting locations are the median strip adjacent to Malaga Cove Plaza at Via Corta and the median strip across from the Lunada Bay Fountain area.
- 7) Promotional signs may be multi-color and shall not exceed 3' by 8' in size. Directional signs must be white print on brown background and shall not exceed 18" by 24" nor be more than three feet in height above the ground.
- 8) The posting period for promotional signs is no more than one week. Promotional signs will be placed and removed by the City's Streets and Parks Department based on the approved dates. Directional signs may be posted one day before the start of the event and must be removed no later than the day after the closing of the event.
- 9) All posting dates are based on a first-come/first-served basis and are subject to revision, which may result in a limited time of posting or complete elimination of the sign if the City Manager determines, in his sole discretion, that such revision is necessary. All City events will take precedence.

CC approved 6/93
Revised 10/2006

Office of the City Clerk