

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

*Updated 2017; pursuant to PVEMC Code
Section 8.20.030 replaced/revised 8.20.050

Effective 10-16-06

Administrative Interpretation of Sign Regulations in Residential Areas

The City Code essentially prohibits the emplacement of signs, banners, handbills and advertisements on private property and within the street right-of-way, park, ground or other public places in the City (Section 8.20). However, the City appreciates the desirability for placement of certain types of signs in residential areas of the City and will limit its enforcement of the Code to permit such placement.

The following guidelines will be utilized to control the placement of signs, et. al., adjacent to or upon private single family residential property.

1. All signs* must be placed a minimum of 10' from the edge of roadway (or curb) adjacent to residential property anywhere in the City, and only with the permission of the property owner. No signage will be permitted on any City median or on City Parklands.
2. A maximum of one sign advertising a Special Event or Charitable Function (such as the Portuguese Bend Horse Show, the Peninsula Music Fair, etc.) may be placed adjacent to/upon private residential property (at least 10' from the edge of roadway) with the permission of the property owner. The sign may be placed no sooner than two weeks prior to the event.

* Real Estate Directional, For Sale, Political, Special Event/Charitable Functions

City of Palos Verdes Estates REAL ESTATE / POLITICAL SIGN REQUIREMENTS

Section 8.20.050 (Handbills – Posting)

Update: Effective 12/2012, PVEMC Code Section 8.20.030 replaces this section; revision noted below.

It is unlawful for any person to post, print, stick, stamp, tack or otherwise affix, or cause the same to be done, any handbill, notice, placard, bill, poster, sticker, banner, sign, advertisement or other device calculated to attract the attention of the public, in or upon any street right-of-way, park, parkland, public sidewalk, crosswalk, curb, curbstone, lamp post, hydrant, street sign, post, tree, electric or telephone line or pole, or upon any fixture of the fire alarm, police or telephone system or lighting system of the city, or on mailboxes, on the exterior of parked automotive vehicles or trailers within the street right-of-way, ~~unless a permit so to do is previously granted by the city council.~~ except where explicitly permitted by this code or a permit issued under the authority of this code. (Ord. 701)

Real Estate Signs:

- Directional or lead-in signs must be placed a minimum of **10' from edge of roadway or curb adjacent to residential property anywhere in the City, and only with the permission of the property owner.**
- **Only One (1) For Sale sign** is allowed to be placed a minimum of **10' from the edge of the roadway on the actual property for sale.** No other signs are allowed on the property.
- No brochure boxes are allowed on any signs.
- No Real estate flags are allowed.
- Only one rider sign is allowed on the main sign.
- **All Signs/Postings Affiliated with Real Estate Sales and/or Political Elections is strictly prohibited on public property.**

Prohibited Signs: (not permitted on public or private property)

- Contractor Signs
- Garage/Yard Sale Signs
- Real Estate Signs that have not been approved by the Homes Association.