




City of Hermosa Beach
Inter Office Memorandum

DATE: July 25, 2007
TO: UPAC
FROM: Steve Burrell 
SUBJECT: Street Pole Banners

The Committee viewed a video and had a discussion about street light pole banners on Upper Pier Avenue.

There are a total of 36 street light poles on Upper Pier Avenue. Installation of banners with the required brackets would cost an estimated \$200 each. This unit price includes the banner, brackets and installation. Art work, design or installation issues with an allowance of \$1000 would be reasonable. These would be vinyl and would last as long as one year.

The total overall cost would be \$9,000 to \$10,000 for the first installation. Replacement would be somewhat less as the brackets can be reused.

Business districts that use banners often replace them at least a couple of times a year.