



Administrative Report

H.10., File # 26-0168

Meeting Date: 3/3/2026

To: MAYOR AND CITY COUNCIL

From: KATHERINE BUCK, ACTING WATERFRONT AND ECONOMIC DEVELOPMENT DIRECTOR

TITLE

APPROVE AN AGREEMENT WITH 3V SIGNS AND GRAPHICS, LLC FOR THE PRINTING AND INSTALLATION OF THE REMAINING NORTH REDONDO BEACH BUSINESS ASSOCIATION STREET BANNERS ALONG ARTESIA BLVD IN AN AMOUNT NOT TO EXCEED \$34,612 FOR THE TERM MARCH 3, 2026 TO DECEMBER 31, 2026

EXECUTIVE SUMMARY

Approval of this Agreement will continue the existing Artesia Boulevard street pole banner program for calendar year 2026. The Agreement authorizes 3V Signs and Graphics, LLC (3V Signs) to manufacture and install three additional rounds of seasonal banners along Artesia Boulevard as part of the banner program, which was previously approved by the City Council as part of the Fiscal Year 2025-26 Budget.

BACKGROUND

With adoption of the FY 2025-26 Budget, the City Council approved Budget Response Report (BRR) #01 authorizing \$53,000 for the installation of street pole banners along Artesia Boulevard to support economic development, placemaking, and community events in partnership with the North Redondo Beach Business Association (NRBBA). An initial agreement was approved between the City and 3V Signs in December 2025 for the design and placement of the first set of banners, totaling \$18,387.63. The new Agreement would allow for planned quarterly replacements associated with seasonal messaging campaigns for 2026 as well as unplanned replacements caused by weather exposure. The Agreement includes the fabrication of three replacement banner sets along with installation and change-out services, as needed. The scope of work is consistent with the banner program funding approved by the City Council.

COORDINATION

This item was coordinated by the Waterfront & Economic Development Department, City Attorney's Office, Human Resources Department, and the City Manager's Office. The Agreement was approved as to form by the City Attorney's Office.

FISCAL IMPACT:

Funding for the Agreement was approved as part of the FY 2025-26 Budget.

APPROVED BY:

Mike Witzansky, City Manager

ATTACHMENTS

- Agmt - 3V Signs and Graphics Contract