SUBJECT: ESTABLISHMENT OF A BANNER POLICY

SOURCE: COMMUNITY DEVELOPMENT DEPARTMENT

COMMENT: During the March 2, 2004 City Council meeting, Council approved the establishment of a banner policy that includes the frequency of banner replacement and design of banners. The banner policy as provided in Attachment 1 establishes guidelines for both City and non-City provided banners, including cross-street banners which were approved by Council during the City Council meeting held September 21, 2004 and the Porterville Redevelopment Agency during the Agency meeting held February 1, 2005. Included in the banner policy are guidelines for:

- Banner replacement
- Banner Application procedure for non-City provided banners
- Approval of design for both City and non-City banners
- Standards for banner size and materials

RECOMMENDATION: That the City Council approve the Banner Policy and Banner Standards as provided in Attachments 1 and 2.

ATTACHMENTS: 1) Banner Policy
2) Banner Standards
BANNER POLICY

Banners installed in the City of Porterville right of way shall adhere to the Banner Policy guidelines as listed below:

- Lamppost banners owned by the City of Porterville shall be replaced at a frequency of no more than annually and no less than every ten years, depending on wear.
- Cross-street banners shall be governed by the Special Event Banner portion of this policy.
- Faded, soiled, and tattered banners shall be replaced or removed within 48 hours of notification.
- Change in design of City banners shall be submitted to City Council for approval prior to purchase.
- Banners, other than those designed and provided by the City, shall be reviewed and approved by the Community Development Director, or designee, on a case-by-case basis.

SPECIAL EVENT BANNERS

A Banner Application must be approved by the Community Development Director, or designee, prior to any banner allowed to be suspended from the lampposts or at cross-street banner locations. A complete application must be filed and approved a minimum of thirty (30) working days prior to the date of display. Application will include:

- Location and size of banner to be displayed.
- Banner material type, including manufacturer information and warranty. All lamppost banners displayed for a period in excess of three (3) weeks, shall incorporate a weighted bottom pocket. The preferred method for weighting of the banner shall be a sand-filled, PVC rod, sewn into the bottom pocket.
- Photo or other illustration that shows graphics on the banner.
- Exact wording to be displayed on banners. A statement indicating the sponsor of the event may be shown on the banner; provided, it is of limited size and there is only one statement or logo per banner, and that the sponsor is a non-commercial organization.
- Certificate of Public Liability Insurance in the amount of one million dollars ($1,000,000) naming the City as additionally insured.
1. Upon receipt of a complete application, the Community Development Director, or designee, shall render an approval or denial of the Banner Application within fifteen (15) working days prior to the date of display.

2. Only those banners that promote the community or community events sponsored wholly by the City or in part by the City and noncommercial organizations/groups may be displayed on lampposts.

   - Noncommercial organizations are defined as follows: “The organization must have applied for and received documentation from the United States Internal Revenue Service or from the California Franchise Tax Board that the Permit holder is tax exempt under federal or state income tax laws.”

   - Requesting noncommercial organizations shall have offices within Porterville city limits.

   - A copy of the organization’s By-laws or Articles of Incorporation shall be submitted to the Community Development Department prior to any Banner Application approval to determine the noncommercial status of the organization.

3. No Banner Applications will be accepted more than one year in advance. Applications will be approved on a “first-come-first-served” basis. Wholly sponsored City events will take precedence in the event of conflicting date request.

4. Non-City owned, special event banners shall be displayed no more than 30 calendar days, with one 30-calendar-day extension.

5. Political statements, commercial advertising, and general religious messages will not be accepted.

6. The Application will specify requested dates for banner to be displayed.

7. Applicant is responsible for the installation and removal of the banner as approved by the Community Development Director, or designee. The storage and repair of banners is the responsibility of the applicant. Banners damaged during the period of display shall be removed within 48 hours upon notification to the applicant.

8. Banners not removed as in the time period referenced within the Banner Application or upon notification of damaged banners will be removed by the City and Permit Holder will be billed for removal at actual costs incurred by the City.

9. Anyone so desiring may appeal the decision of the Community Development Director, or designee, to the City Council in writing. Specific issues to be
considered for appeal shall be identified in the written request. The appeal request shall be submitted to the Chief Deputy City Clerk within fifteen (15) days after the Banner Application is denied.

10. Whenever it shall be shown that any Permit holder has violated any of the provisions of these requirements, the Community Development Director, or designee, may suspend or revoke the Permit by serving written notice on the Permit holder not less than ten (10) business days prior to the suspension or revocation. The notice shall state the reasons for the suspension or revocation, how it can be remedied or appealed. In the case of suspension, the Permit will be revoked unless, within ten (10) days after the notice of suspension is personally served or deposited in the United States mail, the violation is either remedied or appealed. It shall be the responsibility of the Permit holder to provide evidence to the satisfaction of the Community Development Director, or designee, that the violation has been remedied; otherwise, the Permit shall be deemed revoked without further notice.
BANNER APPLICATION

NAME OF ORGANIZATION: ____________________________

ADDRESS OF ORGANIZATION: ____________________________

______________________________________________________

CONTACT NAME: _________________________________________

TELEPHONE: __________________ FAX: __________________

EMAIL: ___________________________________________________

BUSINESS LICENSE NUMBER: ____________________________

LOCATION(S) BANNERS TO BE DISPLAYED: ___________________

DATE BANNERS TO BE DISPLAYED: ___________________________

INSTALLATION: ___________________________________________

REMOVAL: ______________________________________________

BANNERS TO BE INSTALLED BY:

NAME: _______________________________________________

ADDRESS: _____________________________________________

TELEPHONE: ___________________________________________

To be included with this application form:

- Photo or other illustration that shows graphics on banner.
- Exact wording to be displayed on banners.
- Statement of banner size.
- Statement of banner material. If substitution of recommended banner material is being requested, a sample and manufacturer’s specifications must be submitted with this application.
- Copy of the Public Liability Insurance in the amount of one million dollars ($1,000,000) naming the City as additionally insureds.
LAMPPOST BANNER STANDARDS

APPLICATION: Complete the “Banner Application”.

INSTALLATION: The Applicant will arrange for banner installation and shall submit the name of the organization/individual that will be responsible for the installation.

BANNER MATERIAL: 100% solution dyed acrylic marine canvas. Any substitute material must be submitted to the Community Development Director for approval.

SIZE:
- Main Street Banners: 30” x 48”
- Olive Avenue Banners: 30” x 84”
- Henderson Avenue Banners: 30” x 84”

ATTACHMENT DEVICES: Heavy-duty solid brass grommets to be installed near bracket pockets to secure banners to pole. Hem pocket size to be three (3”) inches. Banners shall be constructed in such a manner as to be attached utilizing the hardware as shown in Attachment “A”.

SAFETY FEATURES: Double stitch hemming throughout the banner and reinforced corners.
CROSS-STREET BANNER STANDARDS

APPLICATION: Complete the “Banner Application”.

INSTALLATION: The Applicant will arrange for banner installation and shall submit the name of the organization/individual that will be responsible for the installation.

BANNER MATERIAL: 100% solution dyed acrylic marine canvas. Any substitute material must be submitted to the Community Development Director for approval.

SIZE: Up to 30 feet long, with maximum width of 48 inches.

SPECIFICATIONS: Banner shall have one (1) ring and snap every five (5) feet, top and bottom and 5/8” grommets at each corner. The banner shall have 12-14, four (4”) inch diameter half circles outside lettering areas for wind egress.

SAFETY FEATURES: Double stitch hemming throughout the banner and reinforced corners.