

Banner Permit



City of Sierra Madre

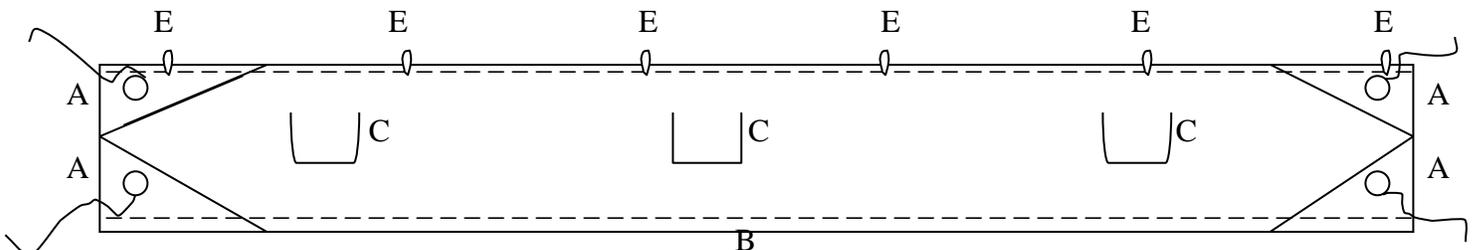
Community Services Department
 232 West Sierra Madre Blvd.
 Sierra Madre, CA 91024
 (626) 355-7135 Fax (626) 355-2251
 communityservices@cityofsierramadre.com

Hours: Monday – Thursday 7:30am to 5:30pm

GROUP / ORGANIZATION			
ADDRESS		CITY	ZIP CODE
DATES DESIRED (Monday through Sunday. Banner is taken down the following Monday. 1 week, 7 days maximum.)			
DATE OF EVENT BEING ADVERTISED		DESCRIPTION/PURPOSE OF EVENT	
PERMITS RECEIVED BY SAME ORGANIZATION THIS CALENDAR YEAR		<input type="checkbox"/> 1	<input type="checkbox"/> 2
		<input type="checkbox"/> 3	<input type="checkbox"/> 4

POLICIES AND PROCEDURES

1. Banner will be displayed on the corner of Baldwin Avenue and Sierra Madre Boulevard.
2. Banners should be professionally made and must be designed as specified in this application.
3. General liability insurance issued by an insurance company accredited in California with AMBEST rating of A8 or better in the amount of \$1,000,000 must be obtained by the applicant naming the City as additional insured for the period the banner is displayed.
4. Applicable fees for banner hanging are per week Monday through Sunday. If requested dates are not available or the application is not approved, the application will be returned with applicable fees. Fee waivers are not granted for display of banners.
5. One banner per event or group, per week is permissible.
6. The City is not responsible for the storage of banners. Banners may be picked up from City Hall on Tuesday, following the last week of display.
7. Each banner permit is reviewed and approved administratively. Denied applications can be appealed to the Community Services Commission.
8. Applicants receiving approval for display should deliver their banner to the City of Sierra Madre City Hall at 232 West Sierra Madre Boulevard. Banner must be delivered by 12:00pm on the Thursday proceeding the week it is to be displayed.
9. Permission to use the banner poles will be on a priority basis, based on the date of filing the application. Banners shall be limited to advertising community events of a non-profit nature, sponsored by non-profit (as stated by the City's non-profit guidelines), or similar community organizations. A maximum of four banners permits may be approved for any single organization per calendar year. When requested dates conflict, priority will be given to City activities.
10. Size: 25' x 3'
 Weight: 13 ounce minimum weight per square yard
 Material: Canvas or Vinyl Reinforced Fabric
 Special Construction:
 - A Reinforced Corners; Canvas, Vinyl or Leather sewn into corner (minimum 6" on side)
 - B Reinforced Edge; Nylon cord sewn into border (minimum 3/16 cord) continuous
 - C Wind Flaps; Three (3) wind flaps (minimum 6" diameter) equal spacing
 - D Corner grommets with minimum 25' nylon rope, tied to each corner
 - E Must have Cable Snaps, maximum 36" distance between snaps



NON-PROFIT ORGANIZATION

A non-profit organization is defined as an organization or civic group whose primary purpose is to plan, coordinate, produce an activity, provide a service or operate a specific function for the City or community of Sierra Madre or qualified charitable organizations in accordance with IRS, Section 501 (c)3. The fee use schedule established for these and other eligible non-profit or community groups, applies to the group or organization and is not extended to individuals for their private use. Such individuals would be required to pay in accordance with the "Private Activity" fee. Even if a group/organization is determined to be non-profit, fee waivers will not be granted for use of display poles for banners.

PROHIBITED SIGNS: S.M.P.D. CODE #17.72.020 PROHIBITED BUSINESS OWNERS SIGNS

- Signs on public property or right-of-way unless otherwise authorized.
- All off-site signs.
- Outdoor advertising structures defined herein and commonly called 'billboards'.

ATTACHMENTS

- Fee
- Insurance Certificate

I hereby certify that I have read and will abide by all rules and regulations of the City of Sierra Madre. As a duly authorized representative of the sponsoring organization, and on behalf of sponsoring organization, I agree to defend and to hold harmless the City of Sierra Madre, together with its officers and employees, against any and all liability or claim thereof, for any injury, death or property damage allegedly suffered by any person, including sponsoring organization, its agents or employees, due to, caused by, or arising out of, the acts or omissions of the sponsoring organization, its agents or employees, or the negligent acts or omission, of the City of Sierra Madre, its officers or employees, and occurring during and as a result of the exercise of the privileges, and the permission hereby being granted to sponsoring organizations, its agents and employees.

SIGNATURE _____ **DATE** _____

This form has been signed by an individual responsible for the above indicated group/organization who hereby agrees to be in attendance for the entire time this reservation is in effect. Failure to comply with this provision will result in permit cancellation and loss of all fees.

ADDRESS	CITY	ZIP CODE
DAYTIME PHONE	EVENING PHONE	

Reminders

- Deliver the banner to the City Hall at 232 West Sierra Madre Blvd. before 12:00 p.m. on or before the Thursday before the hanging date.
- Pick-up banner at the City Hall between 7:30 am – 5:30 pm the Tuesday after it is taken down.