

# Banner Permit



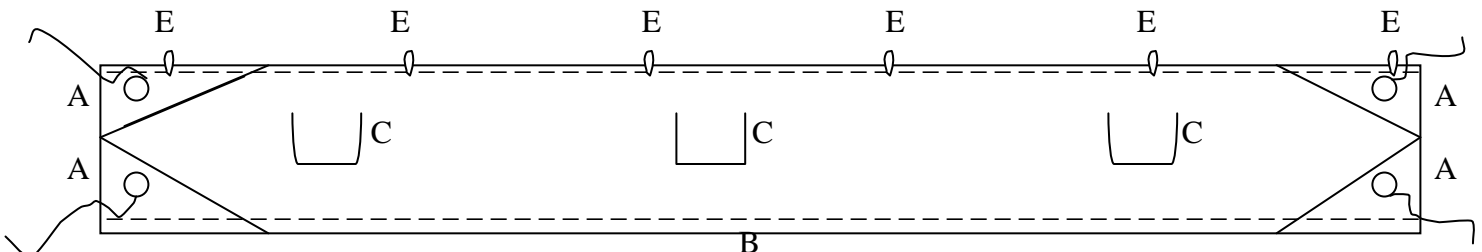
## City of Sierra Madre

Community Services Department  
 232 West Sierra Madre Blvd.  
 Sierra Madre, CA 91024  
 (626) 355-5278  
 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 the application. Sample Specifications are available upon request.
3. General liability insurance issued by an insurance company authorized in California with AMBEST rating of A8 – or higher in the amount of \$1,000,000 per occurrence must be obtained by the applicant and the policy must be endorsed to include 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 the Community Services Department on Tuesday, following the last week of display.
7. Each banner permit is reviewed and approved by the Community Services Commission. The Commission reserves the right to decline or amend a request. Applicants receiving approval from the Community Services Commission 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 12:00 p.m. on the Thursday proceeding the week it is to be displayed.
8. 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.
9. 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 ORGANIZATIONS

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. Approval of the request will be made at a regularly scheduled meeting held on the third Monday of each month (except January & February). Applications must be received by the Community Services Department no later than the second Monday of each month to be included in the Community Services Commission agenda. Further, 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 and Endorsement

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, 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, unless solely caused by the gross negligence or willful misconduct of the City, its officers, employees, or agents.

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.

## COMMUNITY SERVICES DEPARTMENT USE ONLY

DEPARTMENT HEAD SIGNATURE	DATE:
PRINT NAME	