



# CITY OF RED BLUFF

555 Washington Street Red Bluff, California 96080 (530) 527-2605 Fax (530) 529-6878 www.ci.red-bluff.ca.us

## City of Red Bluff Banner Permit

(Please Print or Type)

**An application is hereby submitted for a banner permit by:**

1. Name of Organization \_\_\_\_\_
2. Mailing Address of Organization \_\_\_\_\_
3. Contact Person \_\_\_\_\_ Telephone \_\_\_\_\_
4. e-mail \_\_\_\_\_
5. Event \_\_\_\_\_
6. Dates Banner to be hung \_\_\_\_\_ to \_\_\_\_\_ 1 sided \_\_\_\_\_ 2 sided \_\_\_\_\_
7. Preferred Location: **Pine & Main** \_\_\_\_\_ or **Reeds Creek & Main** \_\_\_\_\_ (Check one)

- I have read and understand the banner policy.
- I will deliver the banner to City Hall at least one (1) week prior to banner hanging.
- Upon delivery to the City the banner shall be tightly rolled with no loose ropes.
- I understand that the actual location and dates the banner will be in place may be different than those requested due to the weather or the possibility of other requests at the same time period.
- I will pick up the banner at City Hall within three (3) days after banner removal.
- City assumes no responsibility for banners not picked up within the specified time period.
- I will pay the \$46.00 per side per week banner hanging fee upon delivery of banner to City Hall.

Applicant shall agree to hold harmless, indemnify and defend the City of Red Bluff, its officials, employees, volunteers and agents, from and against any and all loss, liability, expense, claim, costs, suits and damages of every kind, nature and description, whether caused in whole or in part by any act or omission of the City, except in the event of the sole negligence or willful misconduct of the City, directly or indirectly arising or resulting from the placement of banners in the public rights of way in the City of Red Bluff.

Signature of Representative \_\_\_\_\_ Date \_\_\_\_\_

Print Name \_\_\_\_\_

### THIS SECTION FOR OFFICIAL USE ONLY

Public Works Office:

Application Received by \_\_\_\_\_ Date Received \_\_\_\_\_

Application Complete       Application Incomplete      Application returned on \_\_\_\_\_

Returned for \_\_\_\_\_

Fee:  \$46 Overhead banner display      TOTAL FEE DUE \_\_\_\_\_      Receipt # \_\_\_\_\_

Application:     Approved     Denied    By: \_\_\_\_\_    Date: \_\_\_\_\_

Banner delivered by: \_\_\_\_\_    Date: \_\_\_\_\_    Initials: \_\_\_\_\_

Banner picked up by: \_\_\_\_\_    Date: \_\_\_\_\_    Initials: \_\_\_\_\_

Banner File

Public Works

Applicant

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General Provisions:

A. Banner Authorization, Design, and Content

- a. The banner display program shall be administered by the Public Works Department.
- b. Overhead and street pole banner displays are authorized for City-approved events.
- c. Banners shall promote a recognized regional event conducted by a civic group or other organization.
- d. Banners shall not be of a political nature or advertise or display any business product or service.
- e. Based on the guidelines described in this policy, the Public Works Director or designee shall be responsible for approving the design of banners and arranging for their proper installation and removal.
- f. The City at its sole discretion may refuse the display of any banner containing any language or graphics of questionable taste.
- g. Applicant shall agree to hold harmless, indemnify and defend the City of Red Bluff, its officials, employees, volunteers and agents, from and against any and all loss, liability, expense, claim, costs, suits and damages of every kind, nature and description, whether caused in whole or in part by any act or omission of the City (except in the event of the sole negligence or willful misconduct of the City) directly or indirectly arising or resulting from the placement of banners in the public rights of way in the City of Red Bluff.

B. Street Pole Banners

- a. Street pole banners may only be installed on street light poles along Main Street, South Main Street, Walnut Street, Pine Street, Washington Street, and Antelope Blvd. within the downtown area of the City.
- b. Banners shall be of a size and character as designated on Exhibit 'A'.
- c. Banners shall be installed and removed by City personnel unless prior written authorization is obtained from the City for use of an alternate vendor.
- d. Banners shall not obstruct traffic lights, traffic signs or warning devices, such as, but not limited to, street name, parking regulation, speed limit or route designations.
- e. Banners shall not reduce the illumination or interfere in any way with street lighting maintenance activities.
- f. Banners shall be hung to accommodate a clearance of 18-feet from the street surface to the bottom of the banner.
- g. Only banners approved by the City Council shall be hung.

C. Overhead Banners

- a. The locations authorized to hang overhead banners are Main Street at Pine Street, and Main Street at Reeds Creek Bridge.
- b. Banners shall be of the size and character as shown on Exhibit 'B, with the exceptions;
  - The ¼" Twisted Polypropylene rope may be substituted with 1" Nylon Webbing sewn into and around the edge of the banners with a steel loop sewn into the

end outside of the edge of the banner with 4' of 1/4" -1/2" twisted polypropylene rope tied to the end for securing the banner in position.

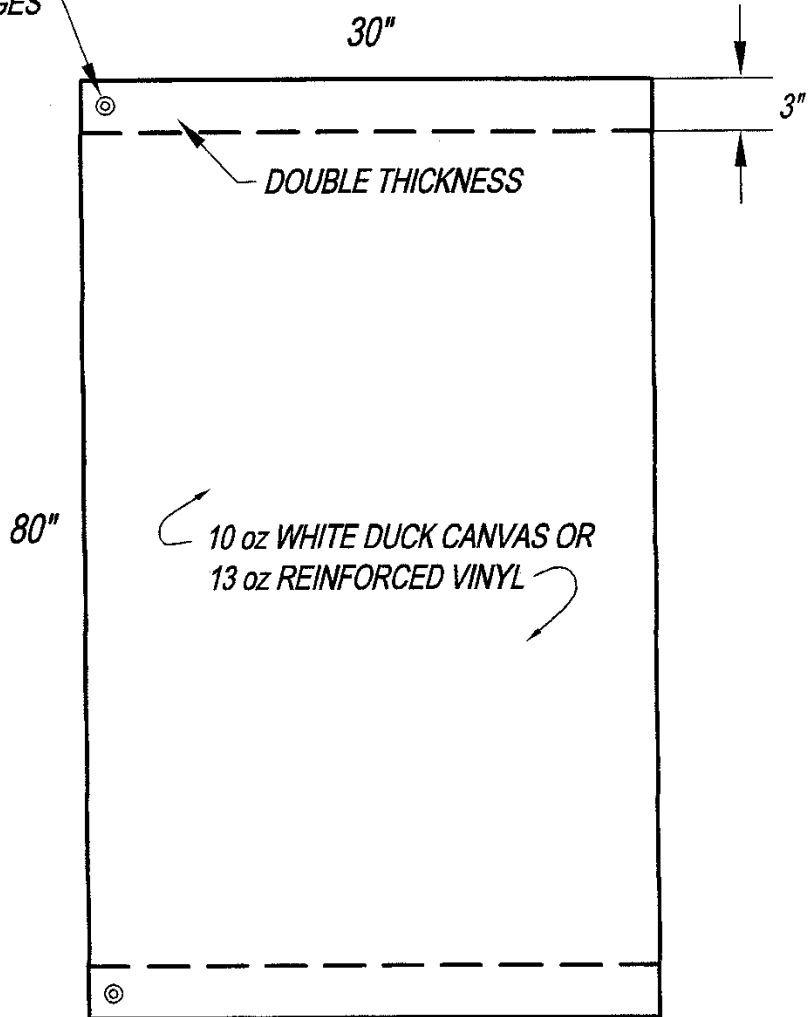
- The banner may be no less than 32" in height and may not exceed 36"
- c. Two (2) banners may be hung back to back at the discretion of the City.
- d. If a double-sided banner or banners are displayed back to back for more than the initial 14-day period they must share one side with another group if requested for all but the last display week.
- e. Banners can be displayed for a maximum period of fourteen (14) consecutive calendar days, beginning and ending on Monday. The City may grant an additional fourteen (14) day extension.
- f. Banners must have a permanent identification tag attached and inscribed with the wording of the banner. The tag shall be a rigid plastic 10 mil 2-1/2" x 3-1/2" tag secured with a heavy duty zip tie.

#### D. Procedure

- a. The Public Works Department shall issue banner permits allowing the display of banners within public right of ways upon the approval of a completed application.
- b. Applications shall be submitted in writing by US Mail, fax, email, or in person to the Public Works Department no earlier than one (1) year and no later than two (2) weeks prior to the requested installation date.
- c. Reservations for banner installations are only valid for a period of one year prior to the requested installation date; proponents must resubmit banner installation requests annually.
- d. Placement of banners shall be on a first come, first serve basis except by mutual agreement among parties involved and with the approval of the Public Works Director or designee.
- e. The City reserves the right to reschedule banner installations at its sole discretion.
- f. Double-sided display banners can be displayed if no other requests are pending for the same time period or a particular banner request is authorized for double sided display over a specified time period.
- g. All banners shall be professionally made and comply with the specifications shown on Exhibits 'A' or 'B'. Banners that do not meet these specifications will not be installed.
- h. The City shall not be responsible and applicant(s) shall hold the City harmless for any damage or loss from storage, transportation, or handling of banners.
- i. The city will make best efforts to remove banners or will not hang banners if there are forecasted or actual winds or wind gusts that exceed 25 mph. If any banner is damaged by wind or other factors, it will be removed from the poles and the organization will be notified to pick it up. Reinstallation will be made within the requested date period, if satisfactory repairs are made to the banner and it is returned to the City in a timely manner.
- j. Banners approved for installation must be delivered to the City of Red Bluff Public Works Department administrative office located at 555 Washington Street one (1) week prior to installation, and must be picked up within three (3) working days after removal. The City will dispose of any banner not picked up at City Hall by the responsible organization within five (5) working days of its removal.
- k. The City Council shall establish a fee for the display of banners.

CITY OF RED BUFF  
**STREET POLE**  
**BANNER SPECIFICATION**

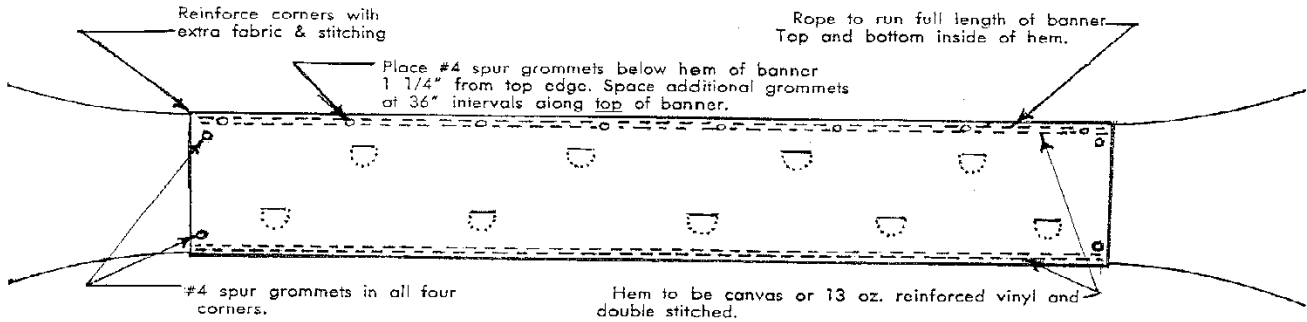
2- # 2 GROMMETS  
1 1/4" FROM EDGES  
MINIMUM TYP.



**EXHIBIT "A"**

City of Red Bluff  
**NO COMMERCIAL OR POLITICAL ADVERTISING  
WILL BE PERMITTED ON BANNERS!!!**

Overhead Banner Specifications



**NOTES**

1. AIR HOLES

Spaced at 36 inch intervals.  
To be staggered as shown on drawing.  
Air holes to be no less than 6" from edge of banner.  
To be cut along dotted line. (See Detail "A")

2. BANNER

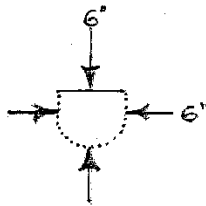
Required length: 30 feet.  
Required height: 36 inches.  
To be made of 10 oz. white duck canvas or 13 oz. reinforced vinyl.  
Lettering to be 8 inches minimum height.  
Message to consist of no more than 90 letters, numbers, punctuation and spaces.  
Must not exceed 35 pounds when painted.

3. ROPE

Standard 1/4 inch twisted polypropylene (no knots).  
Extend rope a minimum of 4 feet from all four corners.

4. CONSTRUCTION

Top and bottom to have sewn hems.  
Rope to be encased in hem.  
Corners to be reinforced.  
Water base paint recommended for canvas.



DETAIL "A"

**STREET BANNER**

STATE OF CALIFORNIA - DEPARTMENT OF TRANSPORTATION

January 2011

**\*\*\*\*\*Special Note\*\*\*\*\***

The grommets at the top of the banner must have spring link hooks attached.