

TO: James L. App, City Manager
FROM: Barbara Partridge, Director Library and Recreation Services
SUBJECT: City Banner Policy Review
DATE: April 15, 2003

Needs: For the City Council to review ad hoc committee recommended changes to the City's banner policy.

- Facts:**
1. At their meeting of December 3, 2003, Council approved an ad hoc committee to review the City's current banner policy.
 2. The City's banner policy is specific as to who may submit installation applications. Not all organizations qualify under current policy definition of "event".
 3. The ad hoc committee recommends changing the definition of "event" to eliminate the requirement that events be held on City property in order to receive banner installation approval.
 4. No other changes to the banner policy are recommended.

**Analysis
and**

Conclusion: After reviewing the City's banner policy, a Council appointed ad hoc committee recommends changing the definition of "event" to eliminate the requirement that all events take place on property that would require a City permit for use. The definition of "event" on page 1 of the Banner Application and Permit would be changed to read:

"Any meeting, display, exhibit, parade or show that is open to the general public and takes place on public property within the City limits".

This change would allow any organization to apply for and be eligible for approval of a banner request, as long as the event was held on public property, including, but not limited to, City property.

**Policy
Reference:** City of Paso Robles Banner Application and Permit.

**Fiscal
Impact:** None at this time.

- Options:**
- a. Approve the recommended change to the definition of "event" in the Banner Application and Permit.
 - b. Amend, modify or reject the foregoing option.

Attachments: City Banner Application and Permit

For Office Use Only

PERMIT #:
PERMIT FEE: **\$200**
DATE PAID:
CHECK #:

City of Paso Robles
Library and Recreation Services

600 Nickerson Street * Paso Robles CA 93446 * (805) 237-3988 FAX: (805) 237-6424

BANNER APPLICATION & PERMIT

PERMITTEE: _____

ADDRESS: _____

CONTACT: _____ PHONE: _____

EVENT: _____

BANNER LOCATION: **Spring & 2nd** **EVENT DATE:** ____/____/____

BANNER WORDING (Lettering shall not be less than 6" in height)

LINE #1: _____

LINE #2: _____

LINE #3: _____

INSTALL: ____/____/____ (Friday) REMOVE: ____/____/____ (Monday)

When the CITY installs/removes the banner, it must be delivered to the Department of Library and Recreation Services (600 Nickerson Drive) at least two working days prior to the installation date. Banners, which are not delivered on time, may not be installed. Banners must be picked up from the Department of Library and Recreation Services no later than two working days following removal. Banners not picked up on time will be stored for a period not exceeding 30 days at a rate of \$5 per day. After 30 days, the banner will be disposed of.

Permittee is responsible for all liability for personal injury caused by Permittee's installation or removal of the banner, or failure of the banner to remain properly affixed during the period the banner is displayed. If a claim of such liability is made against the City or any of its departments, officers, or employees, Permittee shall, and hereby agree to defend and indemnify the City and hold the City harmless from any claims, including costs of defense and attorney fees. Provided, however, that Permittee's duty to indemnify and hold harmless shall not include any liability arising from the established sole active negligence or willful misconduct of the City of Paso Robles.

I, on behalf of _____, have read this permit and acknowledge receipt of the City of Paso Robles Banner Policy, which I have read, agree to, and acknowledge as incorporated by reference into this permit.

SIGNATURE: _____ Date: _____

Print Name: _____

Banner installation fees are: \$200 (minimum)
Please make check payable to: City of Paso Robles

APPROVED BY: _____ Date: _____
Library and Recreation Services Director

CITY OF PASO ROBLES BANNER APPLICATION AND PERMIT

DEFINITIONS

Banner: A sign which is installed across a public street, above traffic and is temporary in nature.

Event: Any meeting, display, exhibit, parade or show, that is open to the general public and takes place:

On public property within the City limits and for which the City has issued a permit specifically authorizing the use of said property.

Banners require a Library and Recreation Services Department “Banner Permit” and are exempt from the Municipal Code Sign Regulations.

PURPOSE AND APPLICATION

Banners are displayed to inform the general public of upcoming events.

AFFECTED CITY DEPARTMENTS

Public Works Department (Engineering Division, Parks & Streets Divisions)
Finance Department

POLICY

1. A banner may be displayed **only to announce an event.**
2. The name of the event shall be printed in the largest and boldest type. The location and date shall be printed in a character size smaller than that of the event. The name and/or logo of the non-profit organization sponsoring the event may be displayed in a type size smaller than that of the date and location. Other messages or statements are strictly prohibited.

Examples:

Paso Robles Wine Festival

May 19th – 21st City Park
City of Paso Robles

Rib Cook-Off

Friday Night Farmers' Market
Farmers' Market

SCOUT-A-RAMA

Pioneer Park August 12th
Boy Scouts

Banner wording shall be approved by the City prior to issuance of a banner permit to insure consistency with this policy. The approved wording shall be in the form as shown above and plainly stated in the banner permit. Existing banners, which meet the intent but not exact form as shown above, shall be allowed until replaced or changed. Deviation from the approved wording is cause for the City to either refuse to install, or to remove any banner.

3. Banners shall be installed for a maximum period of two (2) calendar weeks. A single banner or multiple banners advertising the same event shall not be hung in consecutive time slots.
4. Banners shall be installed and removed by the City's Public Works, Street Division.
5. Banners shall normally be installed on Friday (one week prior to event) and removed on Mondays (following event), NO EXCEPTIONS.
6. A new banner schedule shall be established each year by January 10. Banner permit applications shall not be received prior to January 10. Beginning on the first weekday following January 10, banner permits will be issued on a first-come, first-serve basis.

7. **Banner Design Specifications:**

Required Height: Three feet (measured between the top and bottom edges)

Maximum Length: Forty feet (total of multiple panels)

Minimum Weight: Thirteen to twenty oz/ft.²

Securement: The top and bottom edges of the banner shall have at least a double-folded sewn hem with ½” to 1” internal diameter metal eyelets evenly spaced at three-foot intervals. City’s Street Division, Banner installation Crew, will provide all necessary mounting fasteners.

Wind Pressure

Relief Ports: A minimum of one four-inch radius “half-moon” wind pressure relief port shall be provided within each three-foot horizontal portion of the banner. Said port is to be located within the middle 1/3 of the banner height.

GENERAL NOTES:

- (1) Banner materials may **NOT** be metallic or other electrical transmitting material (except for border support eyelets), unless specifically approved by the City Engineer. (No electrified banners will be permitted at this time, as the festoon outlets are not yet wired to a power supply.)
- (2) All paint materials applied to banner shall be waterproof and resistant to deterioration due to rain, freezing or sun baking.
- (3) The condition of installed banners will be continually reviewed throughout the display period. In the event any defect or problem is detected by City staff and reported to the applicant, immediate attention shall be given to making necessary repairs. Any delay in doing so could result in immediate removal of the banner.

Figure 1, Typical Banner Installation

PROCEDURES

At the beginning of each calendar year, schedule of City banners shall be established. All City departments and the Paso Robles Chamber of Commerce wishing to reserve a banner location and time shall do so in writing, between January 2 and January 10, to the City of Paso Robles, Library and Recreation Services. Once all initial city, Chamber and Main Street banners are reserved, all other banner requests (including subsequent City, Chamber and Main Street banner requests) shall be reserved on a first-come, first-served basis. **NO EXCEPTIONS GRANTED.**

Upon receipt of a written request to display, the Library and Recreation Services Department shall verify the proposed banner complies with City policy and specifications. If staff is uncertain whether a banner/flag complies with City policy, the matter shall be referred to the Library and Recreation Services Director for review/approval.

A Library and Recreation Services Department "Banner Permit" shall be completed and issued, and all appropriate fees collected before any banner is installed. Banner permit forms are located at the public counter at Centennial Park, 600 Nickerson Drive, Paso Robles CA 93446. A Banner Permit file, containing the current year banner schedule (calendar), banner specifications, a copy of this policy, and issued banner permits will also be kept at this location.

After a Banner Permit is completed, the original permit is routed to the Public Works Street Division, one copy is given to the permittee and one copy is filed in the Banner Permit file.

At the end of each calendar year, the banner schedule (calendar) and issued permits are removed from the Banner Permit file and placed in an archive file until disposal.