

TEMPORARY BANNER & FLAG DISPLAY PERMIT APPLICATION

Temporary Banner and Flag Permit applicants must be a non-profit or charitable organization (with IRS certification as tax exempt); or be considered "City Sponsored", meaning presented by the City of Ventura or an organization which meets one or more of the following criteria: receives grant money from the City of Ventura; or has a contractual relationship with the City of Ventura; or receives in-kind services from the City of Ventura.

Approval is granted on a first come, first served basis, based upon availability and fulfillment of the eligibility guidelines. Please be aware that City-sponsored programs and events have priority over banner and/or flag location reservations. The applicant is responsible for all costs associated with installation and de-installation of banner and/or flags, if hardware is not currently installed on poles, applicant will provide as to City specification.

1. APPLICANT INFORMATION

Organization Name: _____

Organization Type: Non-Profit Charitable Organization City Sponsored Entity

Applicant/Contact Person Name: _____

Address/City/Zip: _____

Phone Number: _____ Mobile Phone Number: _____

Email: _____

2. TYPE OF REQUEST (SELECT ALL THAT APPLY):

Banners Flags Single Event Series of Events/Campaign

3. FEES:

\$250 Permit Fee; prior to installation of banners and/or flags. **Please make checks payable to the "City of Ventura".**

The actual cost for the creation of and installation of your banners and/or flags is quoted by the City approved installation company and is determined by the needs of your design and number of banners and/or flags. You can request a quote by calling or emailing Scott Greenwald at scott.greenwald@amgraph.biz or 909-937-7570.

4. BUSINESS LICENSE:

BUSINESS LICENSE Number: _____ None/Not Yet Obtained

If not yet obtained, please call 805-658-4715, or visit www.cityofventura.ca.gov/businesslicense for more information and for a business license application.

In compliance with the Americans with Disabilities Act, special needs can be met by calling 805-658-4726 or through the California Relay Service.

5. REQUEST DURATION & LOCATIONS

Display Period (Up to 60 Days): Start Date: _____ End Date: _____

	Optional City Locations	Total Number of Poles Per Location	Detailed Description
<input type="checkbox"/>	Telephone Rd (Far East)	40	Between Wells Ave and Petit Ave
<input type="checkbox"/>	Telephone Rd (East)	32	Between Main St and Victoria Ave
<input type="checkbox"/>	Pierpont Ave	23	Between Marina Park and San Pedro St
<input type="checkbox"/>	Victoria Ave	22	Between Telegraph Rd and Telephone Rd
<input type="checkbox"/>	Harbor Blvd	25	From Peninsula St to Figueroa St
<input type="checkbox"/>	Main St (Midtown)	32	Between Five Points Intersection and Cemetery Park
<input type="checkbox"/>	Main St (Downtown)	48	From Cemetery Park to Ventura Ave
<input type="checkbox"/>	California St	19	From Thompson Blvd to Poli St
<input type="checkbox"/>	Ventura Ave	40	Between Main St and Stanley Ave
<input type="checkbox"/>	Ventura Ave	18	Between Stanley Ave and Seneca Ave
<input type="checkbox"/>	Stanley Ave	12	Between Hwy 33 and Ventura Ave
<input type="checkbox"/>	Ventura Pier	26	Entire Pier
<input type="checkbox"/>	Promenade	84	From the Parking Structure to Promenade Park
<input type="checkbox"/>	Poli St	5	From Oak Street to Chestnut St
<input type="checkbox"/>	Thompson Blvd	20	From San Jon Rd to Main St/Telegraph Rd intersection
<input type="checkbox"/>	Other Location (pending approval):		Number of Poles:

PERMITTEE ACKNOWLEDGMENT AND AGREEMENT

Permittee will comply with all temporary banner and flag display guidelines and as an express condition of CITY's issuing the temporary banner and flag display permit requested by Permittee that Permittee shall indemnify, defend (at CITY's request and with counsel satisfactory to CITY), and hold CITY harmless from and against any claim, action, damages, costs (including without limitations, attorney's fees), injuries, or liability, arising out of or relating to any negligent act, negligent omission, or wrongful conduct related in any way to Permittee's temporary banner and flag display, including the negligent actions, negligent omissions, or wrongful conduct of its contractors including claims. In the event the CITY determines that it is necessary to take legal action to enforce any of the provisions of these conditions, and such legal action is taken, the Permittee shall be required to pay any and all costs of such legal action, including reasonable attorney's fees, incurred by the CITY, even if the matter is not prosecuted to a final judgment or is amicably resolved, unless the CITY should otherwise agree with Permittee to waive said fees and/or costs or any part thereof. The foregoing shall not apply if the Permittee prevails on every issue in the enforcement proceeding. For purposes of this section "CITY" includes the City of San Buenaventura's officers, officials, employees, agents, representatives, and certified volunteers.

I, _____, the authorized representative for this temporary banner and flag display "Permittee", do hereby acknowledge that I have read the terms and conditions of this application; that the terms and conditions are acceptable, that I have the legal authority to bind Permittee to the terms hereof, and Permittee agrees to abide by, comply with, and accept full and complete responsibility therefore.


Authorized Representative: _____
 Signature Date

 Printed Name Title

TEMPORARY BANNER & FLAG DISPLAY PERMIT CONTACT:

Allyson DesBaillets, Recreation Coordinator
adesbaillets@cityofventura.ca.gov
 805-654-7749
 501 Poli St, Rm 226, Ventura, CA 93001

OFFICE USE ONLY	RECEIVED BY:	
	DATE:	
	APPROVED BY:	
	DATE:	



Temporary Banner & Flag Display Guidelines/Specifications

Banner Applicants must be:

1. Be a nonprofit organization or charitable organization, having obtained IRS certification as tax exempt or;
2. Be City Sponsored. "City Sponsored" means presented by the City of Ventura or an organization which meets one or more of the following criteria:
 - receives grant money from the City of Ventura;
 - or has a contractual relationship with the City of Ventura;
 - or receives in-kind services from the City of Ventura.

Banner and Flag Display Permitting Process:

1. A nonprofit community group or charitable organization which desires to promote a special event or campaign fills out application from the City of Ventura Parks and Recreation Department at least three months (90 days) in advance of the requested installation date.
2. The nonprofit community group or charitable organization includes the artwork design created by a professional graphic designer.
3. Parks and Recreation Department staff reviews the application to make sure the requested text and design comply with all regulations and distributes dates of installation to approving City-personnel.
4. If application is complete and all requests meet regulations, space is available on the dates requested and there are no conflicts or issues with the installation requested times, a permit is issued to the applicant.
5. The City and the applicant sign the issued permit binding the applicant to a contract to complete the banner and/or flag installation process and pay all production and installation fees to the City approved banner and/or flag production and installation company.
6. The applicant can show the permit to the City approved production and installation company to begin producing and installing banners and/or flags.
7. The City approved installation company will not accept any requests without a city approved permit.
8. The City approved production company shows a final proof of the design that should have no changes from the initial application to the Parks and Recreation Department prior to production of all banners and/or flags. Once approved by the Parks and Recreation Department, the banners and/or flags can be produced and installed in the locations designated on the permit.
9. The installation company is responsible completing any maintenance of banners while installed at the expense of the banner and/or flag permit applicant at the rate stated on the application.
10. The applicant may store the banners and/or flags with the City approved production and installation company, otherwise the banners and/or flags will be returned to the applicant at a designated location in Ventura requested by the applicant no more than 72 hours after the event is over.

In compliance with the Americans with Disabilities Act, special needs can be met by calling 805-658-4726 or through the California Relay Service.

Allowable Duration(s)

Single Event

The term of the permit for street banners announcing a single event shall not exceed 60 days. A permit may be renewed or extended for up to two additional 30-day terms. A permit may not be renewed or extended at any of the 30-day intervals when the City has on file, at the time of the requested extension, a permit application from a different entity seeking a permit for the same light poles occupied by the entity seeking the permit extension. The entity seeking the permit extension may request different light poles, if available, in instances where the original light poles are used by a new permittee. Under no circumstances shall a street banner announcing a single event installed pursuant to a permit issued pursuant to this code remain on light standards for more than 90-days in a 12-month period.

Series of Events or Campaigns

The City shall specify the term of each permit. The term of the initial permit for street banners announcing a campaign or series of events shall not exceed 60-days. An initial permit may be renewed or extended for one additional 30-day term. After 90-days, pursuant to an initial permit with two renewals, a second permit application may be submitted for a term of 30-days to maintain the already installed street banners and/or flags. The second permit may be renewed for up to two additional 30-day terms. A permit may not be renewed or extended at any of the 30-day intervals when the City has on file, at the time of the requested extension, a permit application from a different entity seeking a permit for the same light poles occupied by the entity seeking the permit extension. The entity seeking the permit extension may request different light poles, if available, in instances where the original light poles are used by a new permittee. Under no circumstances shall a street banners and/or flags announcing a series of events installed pursuant to a permit issued pursuant to this code remain on light standards for more than 180-days in a 12-month period.

Banner Guidelines:

1. Banner design proposals must be submitted to the Parks and Recreation Department.
2. The Parks and Recreation Department staff shall follow the sign code guidelines. Staff will approve or deny design proposals based on these guidelines. The City retains control over banner design, content, and placement.
3. Banners are not to be used as public forum for first amendment expression.
4. The permittee agrees to manage, complete, and pay all banner program products and services including banner design and production costs, installation and removal, and ongoing maintenance.
5. The City approved installer shall be responsible for monitoring the condition of banners and for replacement, cleaning and repair as needed. The permittee shall be charged for the cost of replacement, cleaning and repair if needed. At the rates listed on the application. If the City approved installer does not comply upon notice from the City within 10 days regarding the need for replacement, repair, removal or transfer of banner(s), The City approved installer shall reimburse the City for any costs incurred.
6. The City will remove damaged or prematurely deteriorated banners and invoice the full amount to the permitted organization if the damaged banners are deemed to be a safety concern by the City. The City will attempt to notify the city approved installer and the permitted organization prior to banner removal but cannot guarantee this.
7. Should an Edison pole be crushed, cracked, deformed, or damaged in any way by the installed banner(s) and/or flag(s), the City approved installer will reimburse the City and Edison for any repairs including, but not limited to, the replacement of the streetlight pole.
8. All special event banners and assemblies on Edison poles shall be installed and maintained by the city approved installer in compliance with all applicable laws, rules, regulations, ordinances and decrees of all laws, regulations, ordinances, and decrees of all lawfully constituted administrative agencies, or tribunals pertaining thereto, including General Order No. 95 of the Public Utilities Commission of the State of California, and the California Occupational Safety and Health Act.

Banner & Flag Design Specifications:

1. All banners must be designed, and take shape, as a vertical panel. Graphics are required on both banner sides.
2. Banners must be installed throughout at least one areas (listed in the "Requested Locations" section of the application), with banners located at a minimum of every other Edison pole, preferably all poles in a designated area.
3. The text on all event street banners that announce community, charitable or non-profit events shall be limited to the following content: the name of the event; the name of the charitable or nonprofit organization who is the permit applicant, and, if the name of the organization is in a language other than English, the English translation of the name; the date of the event; the time of the event; the location of the event and, if desired by the applicant, either a telephone number or web address for persons to obtain additional information concerning the event. The name of any event shall be no more than 8 words and contain no more than 50 letters.
4. The minimum height of letters on the banner must be 4 inches. For best visibility, the event title text should be 6 inches tall.
5. Banner and/or flag graphics must incorporate simple graphic design appropriate for large-scale, outdoor use. Banners must be designed by a professional graphic designer and incorporate bold, solid design elements and highly contrasting colors for maximum visibility.
6. Banner and/or flag graphics and copy can-not be used for advertising a specific product but can only be used to market a special event.
7. Corporate sponsorship or underwriting of the banners may be recognized through the appearance of the sponsor's written name on the banner. Logos are not allowed. Moreover, corporate sponsorship messages must be no more than 20% of the overall banner message and in balance with the comprehensive banner design.
8. Banner and/or flag design shall be limited to a vertical height of 64.5 inches, and a horizontal width of 28.5 inches and 28.5 x 52" for downtown banners. Banners may be rectangular or triangular.
9. Banners and/or flags shall be constructed of a 16-ounce vinyl or comparable material that allows printing on both sides, is weather and wind resistant, and is non-shrinking and non-fading. Wind cuts are required to reduce the tendency of a banner to billow or sail.
10. Banners and/or flags shall be installed on Edison poles using only aluminum or stainless-steel mounting brackets. All brackets need to fasten with "Band-It" type mounting hardware. Banding strap shall be 3/4" x 0.030", 201 Stainless Steel, Band-It P/N C20699 or equivalent, double wrapped around pole and securely clamped with 304 Stainless Steel 3/4" Valuclick P/N C15699. Brackets shall be secured so they cannot twist or rotate on Edison poles.
11. Banners cannot extend beyond six (6) inches inside the curb face, nor hang less than a minimum of seven (7) feet above the sidewalk.
12. Banners may not be installed on poles with existing signage more than 12" x 18".
13. Banners and assemblies must clear any overhead street lighting conductor by a minimum of 10 feet.
14. The City approved installer shall install and remove all banners and install at times to minimize traffic disruption. Installer to respond to hazardous situations within 4 hours and have a 24-hour emergency call center.

TEMPORARY BANNER & FLAG DISPLAY PERMIT CONTACT:

Allyson DesBaillets, Recreation Coordinator

adesbaillets@cityofventura.ca.gov

805-654-7749

501 Poli St, Rm 226, Ventura, CA 93001

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