



Banner Permitting Process, Guidelines And Specifications For Applicants

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.
3. Applicants must have a current City of Ventura Business License, whether you are a non-profit or commercial entity. Info: 805/658-4715 or www.cityofventura.net/businesslicense.

Street Pole Banner Permitting Process:

1. A non-profit community group or charitable organization, which desires to promote a special event, fills out application from the City of Ventura Department of Parks, Recreation & Community Partnerships 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. Department of Parks, Recreation & Community Partnerships staff reviews the application to make sure the requested text and design comply with all regulations and distributes dates of installation to the Special Event Permit distribution list.
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 installation process and pay all production and installation fees to the City approved banner 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.
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 Department of Parks, Recreation &



Community Partnerships prior to production of all banners. Once approved by the Department of Parks, Recreation & Community Partnerships, the banners 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 applicant at the rate stated on the application.
10. The applicant may store the banners with the City approved production and installation company at the rate on the application, otherwise the banners will be returned to the applicant at a designated location in Ventura requested by the application no more than 72 hours after the event is over.

Allowable Time Frames:

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. The City shall specify the term of each permit. The term of the initial permit for street banners announcing a 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. 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 banner 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 Department of Parks, Recreation & Community Partnerships.

2. The Department of Parks, Recreation & Community Partnerships 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 banner program, the City approved installer will reimburse the City and Edison for any repairs including, but not limited to, the replacement of the street light pole.
8. All special event banners and assemblies on Edison poles shall be installed and maintained by the city approved installer in a good, safe and workmanlike manner and in compliance with all applicable laws, rules, regulations, ordinances and decrees of all lawable 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 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 program area, 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 graphics must incorporate good, 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 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 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.
9. Banners 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 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. 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 and assemblies must clear any overhead street lighting conductor by a minimum of 10 feet.
13. The City approved installer shall install and remove all banners and install at times to minimize traffic disruption.