

CITY OF SAN DIMAS STREET BANNER POLICY

PURPOSE

To set forth guidelines for overhead street banners and light pole vertical banners in the City.

GENERAL PROVISIONS

Eligibility – Overhead banners and vertical light pole banners are authorized for City special events, City partnership events and “not for profit organizations that are promoting a public event or are of substantial community-wide interest”.

Administration – Based on the guidelines described in this policy, the City Manager or his designee shall be responsible for approving the design of banners and for arranging their proper installation and removal.

Scheduling – Applications will be accepted beginning November 1st for the upcoming calendar year. By January 1st of each year, the City shall develop a master banner calendar. Banners for City sponsored or co-sponsored events shall receive first priority. Organizations are encouraged to submit applications of anticipated banner installations prior to November to facilitate overall installation scheduling. Banner application requests submitted after the development of the master calendar shall be scheduled on a first come first served basis. All scheduling decisions shall be at the discretion of the City.

Conflict Resolution – All conflicts that arise over scheduling or location conflicts, banner content or design, eligibility or interpretation of these guidelines shall be resolved by the City Manager or his designee.

Liability – Banners are the property of the sponsoring organization. The City of San Dimas is not responsible for the disappearance of or damage to banners from any cause including but not limited to wind, weather, theft or vandalism.

OVERHEAD STREET BANNERS

Application Process

Requests for non-city sponsored banners shall be made on the Banner Application form provided by the City. The request must be made at least 30 days prior to the requested installation date. The application form shall request a minimum of the following information: name of the organization and event, requested location, dates to be flown and a description of the banner. The application will be approved by the City Manager or his designee.

Location

There are four designated locations for overhead banners: 1) Bonita Ave. east of San Dimas Ave. 2) Via Verde Ave. east of Puente Ave. 3) eastbound lanes Bonita Ave. / Arrow Hwy. 4) westbound lanes Bonita Ave / Arrow Hwy. Organizations may suggest a specific location for their banners, but the ultimate location is at the discretion of the City.

Duration

Banners may be put up no earlier than two weeks prior to the event. Except for City sponsored events. In the case of banners not promoting a specific event, they may be up for a maximum of two weeks. In the case of banners promoting ongoing activities such as Music in the Park or Los Angeles County Fair, banners may be up two weeks prior to the first date of the event and remain up through the last date of the event.

Banner Specifications

Approved banners must meet minimum standards of quality durability and appearance. Organizations must receive prior design approval from the City.

Banners may vary in size; however banners may not exceed 4' in height and 35' in length. All banners should be vented to reduce wind resistance.

The sponsoring organization is responsible for the delivery of the banner to the City prior to the installation and prompt retrieval of the banner after it is removed. The banner is due at least seven days in advance of the scheduled display. After is banner is removed, the banner will be stored by the City for a maximum time of two weeks until picked up by the applicant. The City is not responsible for the permanent storage of non-City owned banners.

Installation

Banners for non-City sponsored events/organizations shall be subject to a \$200.00 installation fee.

VERTICAL POLE BANNERS

Application Process

Requests for non-city sponsored banners shall be made on the Banner Application Form provided by the City. The request must be made at least 60 days prior to the requested installation date. The application form shall request a minimum of the following information: name of the organization and event, requested location, dates to be flown and a description of the banner. The application will be approved by the City Manager or his designee.

Locations

Vertical banners shall be hung on light poles along the following corridors: 1) Foothill Blvd. 2)Arrow Hwy.

Banner Specifications

Banners may not exceed 18 square feet. The standard size is 30x72 inches.

Installation

The sponsoring organization shall be responsible for the cost of installation. Installation must be performed by one of the contractors pre-approved by the City.

Banners shall not be used to generate revenue pursuant to the City's Pole Attachment Agreement with Southern California Edison. Banners may include sponsorship information but such information shall not exceed 25% of the overall banner space.

Banners shall not obstruct traffic lights, traffic signs or warning devices, such as but not limited to street name, parking limitations, speed limit, school directional or route designations.

A minimum number of banners must be installed. That minimum number will vary depending on the proposed location. The minimum number shall be determined by the City Manager or his designee.

Prior to installation, a diagram shall be developed showing final location of all banners to be installed. The City Manager or his designee must approve the map prior to installation.