Policies and Requirements to Display a Community Event Banner
Effective July 2015

CITY OF FULLERTON CALIFORNIA

Purpose & Intent	The following policies and requirements are established for the issuance of a permit to display a Community Event Banner with the use of designated public facilities. The policies and requirements set forth herein are intended to protect the public interest while allowing the display of a banner within the public right-of-way. These policies are also intended to implement Section II-F of the Central Business District Guidelines.
Location	A Community Event Banner will be hung across the Harbor Boulevard right-of-way by using the poles located near the intersection of Malvern Avenue and North Harbor or the poles located near the intersection of Rosslynn Avenue and Harbor Boulevard.
Usage	A Fullerton-based non-profit organization may display a Community Event Banner to announce and promote a community-oriented event, celebration, or meeting that will be held in the City of Fullerton. A "Fullerton-based non-profit" is any tax-exempt organization with offices in Fullerton or proof of substantial work or activities conducted in Fullerton. The use of the above public facility to display a banner for a City-sponsored event will pre-empt all requests from non-profit organizations. A banner for a City-sponsored event may be exempt from the requirement below, except the size and design criteria.
Size & Design	A banner <u>must</u> be 3 feet in height, and no more than 20 feet in length, and it must be designed in accordance with the banner specifications as described below. The copy on the banner shall be simple, avoid complicated detail, and be limited to the nature of the special event or promotion.
Permit Fee	A fee of $66 shall be charged for the issuance of a permit to a non-profit organization for the installation and removal of the banner.
Issuance of Permit	A permit from the Public Works Department should be issued at least 30 days in advance of the requested period to display the banner. However, no banner permit may be issued prior to one year in advance of the date of the special event

Permit Terms	A non-profit organization may only reserve the facility to promote an event once every six months. A banner permit issued to a non-profit organization shall be valid for two weeks. The Public Works Department may approve a longer time period only when no other non-profit organization has applied for a permit to display a banner for the same time period.
Procedure	It shall be the responsibility of the applicant to have its banner fabricated in accordance with the size and design specifications herein. The applicant shall deliver its banner to the Public Works Maintenance Yard at least five days in advance of the requested period to display the banner. The applicant shall pick up said banner no later than five days after the banner has been removed. If not picked up by the applicant, the Public Works Department may dispose of the banner.
Installation & Removal	All banners shall be installed and removed by the Public Works Department of the City of Fullerton. The applicant shall be responsible for delivering the banner to the Maintenance Yard at least five days prior to its date of display. To arrange the time and place to deliver the banner, the applicant should call Public Works at (714) 738-6897.
Enforcement of Terms	The applicant shall have five days to correct a banner that is displayed in violation of the banner specifications, following written notification from the Director of Public Works. Failure to comply with the five-day period will result in revocation of the banner permit and the removal of the banner by the City of Fullerton.
Transferability	The terms of the permit for the banner are not transferable.
Liability	The City of Fullerton will not be responsible for damage to the banner during installation, removal, or while it is hanging.
Banner Specifications	The banner must be 3 feet in height. The banner may not exceed 20 feet in length. (Banners permitted before June 2010 must meet the October 2008 specification, including the 25 foot length.

The banner shall be 16-oz. double-sided, block-out light canvas or synthetic material that can withstand strong winds.

See the attached diagram to understand the following specifications:

- A ¼ inch synthetic rope will be sewn in the top and bottom of the banner, extending approximately 3 feet beyond each end.

- 1-inch diameter #4 grommets, spaced at approximately 3-foot intervals, will be placed at the top and bottom of the banner.

- 18-inch diameter air slots will be spaced approximately 4 feet apart, located at the centerline of the banner. |

Permit Application for a Community Event Banner

TO BE COMPLETED BY APPLICANT:

Applicant: _____

Non-profit Organization: _____

Business Registration Account Number: _____

Registered Address: _____

City: _____   **State:** _____   **Zip:** _____

Day Phone: (   )_____   Evening Phone: (   ) _____

Proposed Date of Banner Installation: _____

Proposed Date of Banner Removal: _____
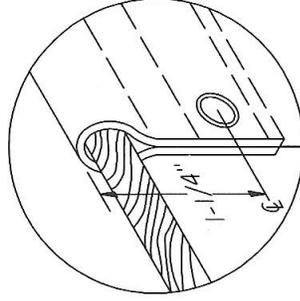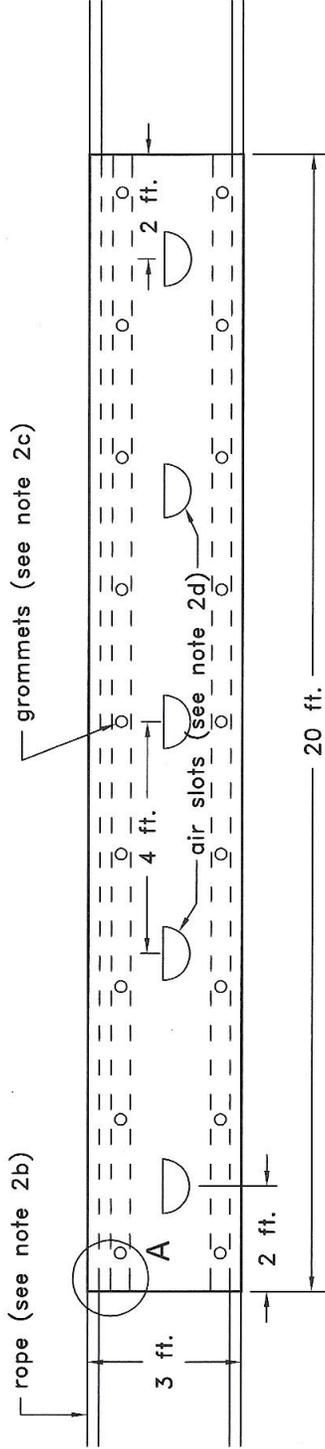
Proposed Banner Copy Layout

TO BE COMPLETED BY CITY STAFF:

Date Approved: _____   **Approved By:** _____

Approved Date of Banner Installation: _____   **Fee Account: #4731-419**

Approved Date of Banner removal: _____

CITY OF FULLERTON BANNER SPECIFICATIONS

rope (see note 2b)

grommets (see note 2c)

air slots (see note 2d)

3 ft.

2 ft.

4 ft.

2 ft.

20 ft.

A

DETAIL "A"

1-1/4"

NOTES:

1. Design the banner so that the height is 3 feet, and the length is no more than 20 feet.

2. Have the banner fabricated with the following specifications:

   a. Banner material will be 16-oz. double-sided, block-out light canvas or synthetic material that can withstand strong winds.

   b. A 1/4-inch synthetic rope will be sewn in the top and bottom of the banner, extending approximately 3 feet beyond each end.

   c. 1-inch diameter, No. 4 grommets will be placed at the top and bottom of the banner, spaced at approximately 3-foot intervals.

   d. 18-inch diameter air slots will be spaced approximately 4 feet apart, located at the centerline of banner.