



CITY OF ALHAMBRA
DEPARTMENT OF PUBLIC WORKS
111 S. First St. Alhambra, CA 91801

PERMIT NO. _____

BANNER PERMIT APPLICATION

DATE: _____ ORGANIZATION: _____

CONTACT NAME: _____ CONTACT PHONE NO.: _____

ADDRESS: _____

BANNER DESCRIPTION:

BANNER LOCATIONS

Main St. and Chapel Ave. (On Main St.) _____

Main St. and Garfield Ave. (On Main St.) _____

1st.St. and Main St. (On Main St..) _____

2nd St. and Main St. (On Main St.) _____

Garfield Ave. and Main St. (On South Garfield) _____

Garfield Ave. and Main St. (On North Garfield) _____

INSTALLATION DATE: ____/____/____

REMOVAL DATE: ____/____/____

30 days is the maximum occupancy time for a banner unless approved by the Director of Public Works.

A banner will be refused if any misspellings are found. Banners must be in good condition and in compliance with Alhambra specifications.

Please see Alhambra standard ST-21

LIMITATIONS ON USE:

Because the City is not creating a public forum for expressive activity, the banners are to be used to convey 1) City messages or information, 2) information concerning programs or activities that are provided by other public entities whose jurisdiction includes the City of Alhambra and that provide governmental services to City residents, 3) information for programs or activities provided by organizations within the City that receive subsidy from the City and/or that have a contract with the City to provide services that the City could otherwise provide itself.

Because the banners are to be used to promote City messages and/or City subsidized or co-sponsored activities and events, in no case shall a banner be used for commercial purposes by promoting a commercial (for-profit) event or company. Entities or organizations that do not fall within the categories described in this policy are not communicating City governmental messages and are not authorized to utilize the banner locations.

PRIORITY OF USE:

The City of Alhambra has priority use at the 6 horizontal banner locations that are not reserved exclusively for the City's use (i.e. those on Main Street and Garfield Avenue) as well as the vertical banner locations on light poles. The City is not obligated to make any of these locations available for uses by anyone other than the City. However, in the event that the City is not using a particular location at a particular time for a City banner, the locations may be made available for use pursuant to the following priority of users (in the event of scheduling conflicts):

1. Organizations that have a contract with the City to promote activities/events consistent with the requirements of the contract (including, but not limited to, the Chamber of Commerce, the City's franchised waste haulers, the Downtown Business Association, the YMCA, etc.);

2. Organizations that are providing a service to City residents that the City could otherwise provide and that the City subsidizes in whole or in part to communicate information about such services (including, but not limited to AYSO, Little League Baseball and Softball, Thunderbirds Football, etc.)
3. Other public entities whose jurisdiction includes the City of Alhambra and who provide services to the City's residents (including, but not limited to, the Alhambra Unified School District, Los Angeles County Public Works, etc.)

ADMINISTRATION OF POLICY:

The banner locations identified in this policy have all been approved by the City and the City's Public Works staff. Banners may not be installed at any other locations. The City's Public Works Director or designee will coordinate installation, removal and scheduling of the banner locations. Entities wishing to be placed on the schedule must contact public works at (626) 570-5067. In the event that the City requires use of a particular location, the City will have first priority for such use—even if another entity has previously been scheduled for use at that time. Public Works will attempt to relocate or reschedule placement where possible under such circumstances.

The banners must meet the minimum specifications provided by Public Works, which include, but are not limited to, specifications for grommet placement, reinforcement, ventilation holes and materials. Such specifications may be revised by the Public Works Director from time to time as appropriate.

Organizations approved for the display of a banner may be charged for the installation of the banner in an amount not to exceed the actual time required for such installation as determined by the Public Works Director or designee.

Each organization approved by the City will receive one installation free per calendar year. Each additional banner will require a \$400.00 installation fee.

Banners will be ready for pickup one week after the removal date. If banners are not picked up 2 weeks after the removal date they will be destroyed.

INITIAL THAT YOU AGREE TO THESE TERMS _____

PUBLIC WORKS USE ONLY

ISSUANCE FEE 101.70.44616 \$

LOCATION OF BANNER: _____

INSTALLATION DATE: _____

DIRECTOR OF PUBLIC WORKS