

ADMIN POLICY NO. 7.9

August 2014

(Orig. Issued: Recreation Policy, September 1998)

COMMUNITY BANNER DISPLAY PROGRAM

PURPOSE

The purpose of the Community Banner Display Program is to enhance the awareness of civic arts and community events and programs sponsored or co-sponsored by the City of Novato and Marin-based civic groups, community groups and neighborhood organizations. By publicizing these events and programs, the City seeks to increase public knowledge by Novato residents about these programs and events, and to build a sense of community around the Marin-based civic groups and organizations who are the sponsors of these programs and events. Towards that end, the City has installed horizontal banner poles on DeLong Avenue and has also made space available on the exterior walls of the Community House for banner displays.

POLICY

The Community Banner Display Program shall not be deemed a public forum or a public forum created by government designation. Banner displays shall be made available only for the purpose of publicizing civic arts programs and community events sponsored or co-sponsored by the City of Novato and/or by Marin-based civic groups, community groups and neighborhood organizations.

For purposes of this policy, Marin-based civic groups, community groups and neighborhood organizations are those entities which have their principal location in the County of Marin, are composed principally of Marin residents or businesses, and who exist primarily to provide services or engage in activities for the public benefit of the residents of the County of Marin.

Civic arts and community programs include performing and cultural arts programs and special event programs developed or sponsored or co-sponsored by the City of Novato. Civic arts and community programs also shall include performing and cultural arts programs and special event programs developed or sponsored by Marin-based civic groups, community groups and neighborhood organizations.

Civic arts and community programs and events sponsored by Marin-based civic groups, community groups and neighborhood organizations must be open to the public. The proceeds of those programs and events must be devoted to the financial support of the group or organization sponsoring the event or to provide funding for the activities or services carried out and provided by the group or organization.

The banner message shall be limited to identifying the civic arts program or community event, and the dates the program or event shall take place, plus any pictorial representations which highlight the message. Political statements, messages or campaign advertising shall be prohibited.

PROCEDURE

The Community Banners Program shall be administered by the Public Works Department as outlined in this section of the Policy.

Reservations

Reservations for banner displays may be made for either the horizontal banner over DeLong Avenue and/or on the Community House at 908 Machin Avenue. Reservations shall be made directly with the Public Works Department who shall maintain separate calendars for each banner display location.

Reservations will be accepted up to one calendar year in advance of the first day of the requested display period. The banner display period shall begin and end on Monday. If the Monday is a public holiday, the period shall begin on Tuesday and end on a Monday. If the Monday after the display period is a public holiday, the banner will be available for pickup on the Tuesday.

Priority Reservations

City of Novato and City of Novato sponsored events shall have priority for all dates. City of Novato use of the horizontal banner display shall preempt other scheduled uses with a minimum 30-day notice whenever possible. A full refund of fees will be given if this occurs.

Horizontal Banner Reservations

Reservations for horizontal banners shall be based on one week display periods. A maximum reservation of two consecutive weeks per event may be allowed if space is available at the time the application is approved. Two groups may share one horizontal banner for separate events on one, two-sided banner. At the sole discretion of the City, a banner may be allowed to remain up at no additional cost for a second week, but only if the week immediately following a one week reservation remains unscheduled and available at the time the banner is displayed.

Community House Reservations

Community House banners may be displayed for a maximum of two weeks before the event, plus the duration of an event. This shall be considered one use period for purposes of the display fee calculation. Up to three different banners may be displayed on the exterior wall of the Community House.

Applications

A complete Application for Community Banner Display and fee shall be submitted to the City of Novato Public Works Corporation Yard at 550 Davidson Street. Fees are payable at the time the application is submitted. Banner wording is required at the time of application submittal. Applications will not be approved and reservations will not be secured until banner wording is submitted and approved.

Applicants must certify the banner will be manufactured according to City specifications. The City of Novato will not be responsible for damage sustained due to the elements, faulty workmanship in construction of a banner, or for banners not complying with specifications.

The application shall be approved or denied within one week of filing. Applications are approved or denied by the Public Works Maintenance Superintendent. The applicant shall have the right to appeal the denial of a permit or permit condition pursuant to Novato Municipal Code 10-12.

Banners shall be delivered to the City of Novato Public Works Corporation Yard located at 550 Davidson Street by Wednesday of the week prior to the display period. Banners shall be picked up from the Public Works Corporation Yard by Wednesday following the display period. Applicants will be subject to a daily storage fee for banners not retrieved by Wednesday following the display period. Banners not picked up within two weeks following the display period may be subject to disposal.

Fees

All applications will be subject to an application fee due at time of application. Display fees are due and payable for each use period as shown in the Banner Fee Schedule. Fees are adopted by the Novato City Council. These fees may not be waived. Fees listed are based on Novato residency. Non-residents will be charged an additional 10%.

If an applicant cancels their reservation sixty (60) days or more in advance of their banner display date, the applicant shall be entitled to a 100% refund of the reservation fee, minus the application fee. If an applicant cancels their reservation less than sixty (60) days in advance of their banner display date, they shall be entitled to a 50% refund of the reservation fee, minus the application fee. If a City event preempts a previously scheduled reservation, the applicant will be reimbursed for the reservation and application fee.

No refunds for canceled events shall be given unless another eligible group assumes the same display dates and pays the applicable fees. The City of Novato will not be responsible for finding a substitute reservation.

Michael Frank
City Manager

Attachments

Banner Program Guidelines
Banner Specifications and Fee Schedule
Application for Community Banner Display