

ADMINISTRATIVE POLICY NO. 7.9

Revised: October 2020

Previous Revision: August 2014

Original Issued: Recreation Policy, September 1998

CITY BANNER DISPLAY PROGRAM

PURPOSE:

The purpose of the City Banner Display Program is to enhance the awareness of events and programs sponsored or funded by the City of Novato; programmed through the City's Parks, Recreation, and Community Services Department; or sponsored or funded by another local public agency. The City Banner Display Program assists residents and businesses by providing public information, fosters civic pride, and supports the significant economic benefits that the city gains from tourism.

DEFINITIONS:

"City-sponsored banner"—a banner announcing an event or series of related events conducted by the city or any of its departments, boards, commissions or agencies, or announcing a facility operated by the city or any of its departments, boards, commissions.

"City-funded event banner"—a banner announcing an event or series of related events that have received funding (including in-kind service sponsorship) from the city or any of its departments, boards, commissions or agencies.

"City-programmed event banner"—a banner announcing an event or series of related events for which participants sign up through the city's Parks, Recreation and Community Services Department.

"Other local public agency sponsored banner"—a banner announcing an event or series of related events conducted by the following local public agencies: Novato Fire Protection District; Novato Sanitary District; North Marin Water District; the County of Marin and any of its departments, boards, commissions or agencies; the Transportation Authority of Marin; Marin Transit; Sonoma-Marín Area Rail Transit; Golden Gate Bridge Highway and Transportation District; Marin/Sonoma Mosquito and Vector Control District; and the Novato Unified School District.

"Other local public agency funded banner"—a banner announcing an event or series of related events that have received funding from one or more of the following local public agencies: Novato Fire Protection District; Novato Sanitary District; North Marin Water District; the County of Marin and any of its departments, boards, commissions or agencies; the Transportation Authority of Marin; Marin Transit; Sonoma-Marín Area Rail Transit; Golden Gate Bridge Highway and Transportation District; Marin/Sonoma Mosquito and Vector Control District; and the Novato Unified School District.

BANNER DISPLAY POLICY:

The City of Novato has horizontal banner poles across DeLong Avenue near Reichert Avenue and has space available on the exterior walls of the Community House at 908 Machin Avenue for banner displays. The City has decided to make these locations available for the installation of banners that announce city-sponsored, city-funded, city-programmed, local public agency sponsored and local public agency funded events only. By adopting this policy, the City does not intend to create a public forum in or on the City's banner display locations. All banner messages shall be limited to identifying the civic program or event, the specific dates the program or event shall take place, and any pictorial representations which highlight the message. All other banners and advertising shall be prohibited.

BANNER RESERVATIONS:

Reservations for banner displays may be made for either the horizontal banner over DeLong Avenue and/or on the Community House. Reservations shall be made directly with the Parks, Recreation & Community Services Department who shall maintain separate calendars for each banner display location. Each banner display period will be one week, beginning and ending on Monday, for a maximum of two consecutive weeks. When a Monday is a public holiday, the banner display period shall begin or end on Tuesday of that week. Reservations will be accepted up to one calendar year in advance of the first day of the requested display period. 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. City sponsored banners shall have priority over all other banners for banner display periods and shall preempt other scheduled uses with a minimum 30-day notice whenever possible—a full refund of fees will be given to the preempted applicant if this occurs.

APPLICATION:

A complete City Banner Display Application and fee shall be submitted to the City of Novato Parks, Recreation & Community Services Department at 922 Machin Avenue. Fees are due at the time the application is submitted. A complete and legible pictorial representation of the banner with all text and graphics to be displayed is required to be submitted with each City Banner Display Application. Applications will not be approved and reservations will not be secured until the pictorial representation of the banner is submitted and approved. Applicants must provide the name and contact information for the local public agency that has sponsored or funded the event or program requested to be promoted on their banner. Applicants must certify their 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 city specifications. Each City Banner Display Application shall be approved or denied within 30 days of filing. Applications are approved or denied by the Parks, Recreation & Community Services Deputy Director.

Upon approval of a City Banner Display Application, the associated banner shall be delivered to the City of Novato Parks, Recreation & Community Services Department at 922 Machin Avenue by Wednesday of the week prior to the reserved display period. Banners that do not match the pictorial representation submitted with the associated application will not be hung and no refund

of any fees shall be provided to the applicant should this occur. Banners shall be picked up 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 City Banner Display Applications will be subject to a fee due at time of application. Display fees are due and payable for each use period as shown in the Banner Fee Schedule as adopted by the Novato City Council. These fees may not be waived. 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 their fees. 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 their fees. If a City event preempts a previously scheduled reservation, the applicant will be reimbursed for 100% of their fees. No refunds for canceled events shall be given unless another eligible banner assumes the same display dates and pays the applicable fees. The City of Novato will not be responsible for finding any substitute reservations.



Adam McGill
City Manager

Attachments:

Banner Specifications and Fee Schedule
City Banner Display Application (revised 10-29-2020)

Community Banner Specifications

The applicant must sign the verification section on the application form, certifying that the banner has been made according to City specifications.

Horizontal Banners

- Banner size: 30-feet wide and 3-feet high (preferably with a dark background and light lettering – no blocking film)
- Banners shall be stitched and made of heavy vinyl material, minimum 18 oz. grade
- Thirty-four (34) 1/2-inch or 3/8-inch heavy duty metal grommets with 1/2-inch or 3/8-inch size hole shall be placed along the top and bottom edges of the banner, at two-feet on center and at each of the four corners of the banner
- All four corners of banner must be reinforced with gussets
- Dark colored banners may be printed on both sides
- Wind pressure relief holes (six-inch length) shall be placed in two rows using a five-foot nominal spacing, with consideration for graphics and text
- Snap clips will be provided by the by the Public Works Maintenance Division
- Six-inch relief holes are recommended

Community House Exterior Wall Banners

- Maximum banner size shall be 16-feet wide by 3-feet high (Banners made and approved before February 1, 2002 may be the previously specified width of 17 feet. All banners manufactured on or after February 1, 2002 must be 16 feet wide.)
- Vinyl material
- Half-inch grommets at each of the four corners of the banner
- Rope will be provided by the City

Community Banners Fees

All reservations require a complete application, display fee and application fee at time of application. Fees listed are based on Novato residency. Non-residents will be charged an additional 10%.

Banner Location	Display Fee
Horizontal Banner (DeLong Avenue)	\$195 per week
Building Banner (Community House)	\$90 per display use
Application Fee	\$15 per application
Storage Fee	\$35 per day
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 applicant fee. If a City event preempts a previously scheduled reservation, a full refund of fees will be returned to the applicant.	



CITY BANNER DISPLAY APPLICATION

Events sponsored or funded by the City of Novato; programmed through the City's Parks, Recreation, and Community Services Department; or sponsored or funded by another local public agency may apply to display a banner promoting their event at one of the city's two banner display locations. To apply, please clearly and legibly complete all sections below, attach a complete and legible pictorial representation of the proposed banner with all text and graphics, sign and submit the application to:

**City of Novato Parks, Recreation & Community Services Department
Attn: Banner Display Program
922 Machin Avenue
Novato, CA 94945**

1. APPLICANT INFORMATION:

Name of Organization	Contact Name	Phone Number
Street Address	City	Zip Code

2. EVENT INFORMATION:

Event Description		
Date(s) of Event		
Local public agency sponsoring/funding event	Contact Name	Phone Number

3. BANNER INFORMATION:

Banner display location requested (check one below):

- Horizontal street banner across DeLong Avenue near Reichert Avenue
- Community House banner at 908 Machin Avenue

Week(s) requested for banner display period: _____

Size of banner requested to be displayed: Width: _____ (ft-in) x Height: _____ (ft-in)

Banner Retailer/Manufacturer Name	Address	Phone Number
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(initial here) I have attached a complete and legible pictorial representation of the proposed banner including all text and graphics to be displayed. I understand that my banner will not be hung if it does not match the pictorial representation submitted with this application and that no refund of any fees will be provided by the City of Novato should this occur.

(initial here) I certify that the banner associated with this application will be manufactured according to the City of Novato banner specifications. I understand that the City of Novato and/or their banner display contractor will not be responsible for damage sustained to any banners due to the elements, including high winds, faulty workmanship in construction of a banner, or for banners not complying with city specifications.



CITY BANNER DISPLAY APPLICATION (con't)

Hold Harmless, Responsibility: I understand that I shall be held responsible for any and all loss, accidents, injury or damage to persons or property which result from this activity. I, the undersigned applicant, agree to the fullest extent permitted by law and regardless of the City of Novato, Successor Agency to the Dissolved Redevelopment Agency of the City of Novato, City of Novato Public Finance Authority's passive negligence to RELEASE, INDEMNIFY, HOLD HARMLESS and DEFEND the City of Novato, Successor Agency to the Dissolved Redevelopment Agency of the City of Novato, City Novato of Public Finance Authority and their respective officials, officers, agents, employees and volunteers ("indemnitees") from and against any and all claims, demands, losses, damages, failure to comply with any current or prospective laws, defense costs or liability of any kind or nature (including attorney fees and expert witness fees) which indemnitees may sustain or incur or which may be imposed upon them for injuries to or death of persons, or damage or injury to property as a result of, arising out of, or in any manner connected with this activity.

I have read and understand the terms and conditions of use as outlined in this application. I acknowledge and accept responsibility and agree to abide by all regulations and conditions of use.

Signature of Applicant

Date

For Office Use Only

Date Application Received: _____ Department Action, Application is: Approved Denied

By: _____ Date: _____

Comments: _____

Application Fee: _____

Installation Fee: _____

Total Amount Due: _____

Fee Received: Amount _____ Receipt # _____ Date _____

Date Banner Returned to Owner: _____ By: _____

Storage Fee: _____ Receipt # _____ Date: _____ Disposal Date: _____

Display Canceled By City Display Canceled By Applicant

Date Canceled: _____ Amount of Refund (Deduct Application Fee*): _____

*Application fee is refundable only if canceled by the City