

What is a street banner?

A street banner is a sign strung across a City street at two permitted locations. These banners advertise noncommercial civic activities.

Where are the street banner locations?

There are two locations in town where the City allows banners to be hung across the road. The two locations are as follows: *(also refer to the maps below):*

- (1) North Livermore Avenue on the railroad overpass facing southbound traffic.
- (2) Fourth Street at Carnegie Park facing both eastbound and westbound traffic.

Each location has space for one banner only.

Where do I get the banner?

The applicant is responsible for providing the banner. You may make your own banner or many local sign shops are equipped to make banners. The City assumes no responsibility for any damage to your banner during installation, removal, or while strung across the street. The quality of materials used and workmanship determine the longevity of banners. The banner must conform to the following City requirements:

- (1) The banner material must be **13-ounce woven vinyl fabric with wind relief holes**. The text and graphics must be permanently adhered to the

surface of the fabric, except when small interchangeable panels are used, which firmly attach with Velcro.

- (2) The maximum size shall be 3 feet by 30 feet.
- (3) A sewn-in sleeve with rope inside shall be provided across both the top and bottom edges of the banner. Provide a minimum of **80 feet of ½”-diameter nylon rope inside each rope sleeve**.
- (4) The banner must be noncommercial or associated with a civic, community, educational, or cultural event.

How long can the banner remain up?

Banners remain in place for two weeks, and are removed when a new one is being installed. Occasionally, a banner may remain in place for several weeks if no other banner is scheduled for installation. Please check the date of banner removal on your banner application. If you want your banner removed prior to the date shown, you may pay an additional fee of \$590 to remove your banner sooner.

How often can I reserve banner space?

An organization can reserve banner space for up to two weeks per month.

Who can reserve banner space?

Any person associated with the civic event or nonprofit organization can make a reservation for banner space.

How much does a banner cost?

The City subsidizes the cost of one banner installation per year for non-profit organizations only. The banner installation fee for a single banner in a calendar year for non-profit organizations is \$295. Non-profit organizations displaying more than one banner in a calendar year will be subject to the full \$590 fee for either the Fourth Street or North Livermore Avenue location. Banner installation by all other organizations are \$590 each. Full payment of the fee is required at reservation.

How do I make a Reservation?

To make a reservation, please visit or telephone the Engineering Division representative at the Permit Center up to one year in advance of the week you would like the banner hung. We begin accepting reservations on the first working day of each month for all weeks of the corresponding month for the following calendar year. The application must describe how the banner meets one of the City requirements listed in #4. The City will review the proposed sign upon receipt of the application and the required permit fee. The applicant will only be contacted if there is some concern about the proposed sign message. The banner application and permit fee must be submitted within two weeks of reservation to confirm the reservation for the intended dates at desired banner location. The reservations are taken on a first-come, first-served basis. Please understand that certain weeks are extremely sought after, so the City cannot guarantee that a desired week will be available when you make your request. In addition, the City reserves certain weeks for annual City-sponsored

events, such as the Fourth of July celebration, so these weeks cannot be reserved. No banners are allowed at either location three weeks prior to ANY election.

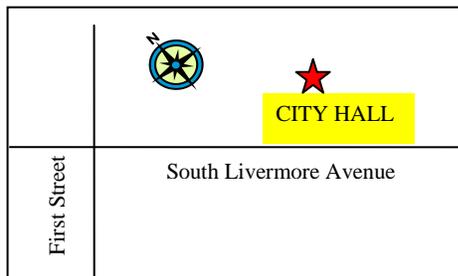
Who installs and removes the banner and when will this take place?

Banners are only installed and removed by a contractor hired by the City on Monday mornings or the first business day after a City holiday. The City will not adjust banners which have shifted from winds unless they pose a safety hazard.

How do I get my banner placed?

Once you have made a reservation for banner space, paid the fee in full, and the application has been approved, bring your banner to the Permit Center at City Hall at least two weeks prior to the reserved date. Upon inspection of your banner for conformance to City specifications, banner permit will be issued.

Livermore City Hall, Engineering
1052 S. Livermore Avenue
Livermore, CA 94550



The City does not send reminder notices, so please remember which week(s) you have reserved.

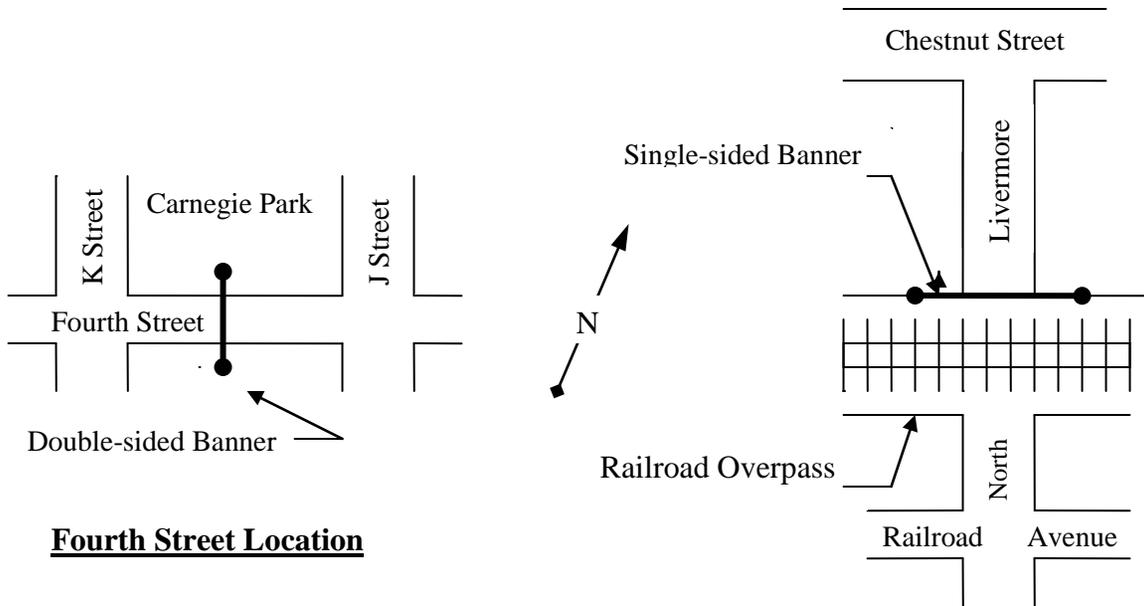
What else do I need?

Remember to retrieve your banner after it has been removed.

If I have a question about the permit who do I call?

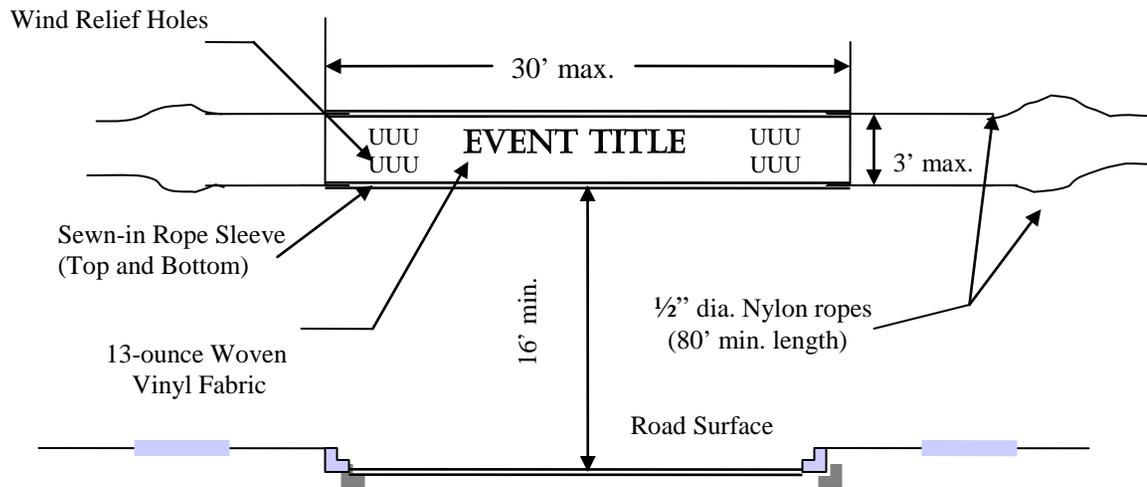
For more information, please call the number below or visit the Permit Center between 8 a.m. and 5 p.m. Monday through Friday (*except holidays*).

Engineering Division 960-4500



Fourth Street Location

North Livermore Avenue Location



STREET BANNER DIAGRAM