



BANNER PERMIT APPLICATION

Organization Name: _____ Telephone: _____
Contact Name: _____
Applicant's Address: _____ City _____ State _____ Zip _____
Applicant's Email: _____

BANNER LOCATION: (circle one) Fourth Street Livermore Avenue Pole Banners

REQUESTED DATES: _____ ESTIMATED REMOVAL DATE: _____

Has your organization had a previous banner displayed this calendar year:

- No – Banner fee for first banner of the year - \$295.00
- Yes – Banner fee for second or more banners - \$590.00
- Pole Banner fee - \$390 for the first 3 banners, and \$60 for each additional banner.

I have read, and agree to provide a banner meeting the enclosed requirements at least 7 days prior to the approved installation date of the banner. If a banner does not meet the requirements, the City may cancel your reservation.

Banners are to be delivered to the Community and Economic Development Department at 1052 South Livermore Avenue, Livermore, CA 94550, Monday – Friday 8:00 – 5:00 PM.

Your banner must be non-commercial or associated with a civic, community, educational, or cultural event.

Describe how it meets one of the above requirements.

Street Banner Specifications

- (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 and associated with a civic, community, educational, or cultural event.

Pole banner specifications

- (1) The City has installed KBW Banner Flex brackets on many street lights in the Downtown. The Applicant is responsible for providing banners that are suitable for hanging on these brackets. The City is not responsible for any damage or vandalism to banners, unless damage is caused by City or its contractor during the installation or removal of the banners.
- (2) Existing brackets can accommodate two banner sizes, 30"x60" and 30"x96".
- (3) A minimum 3" double-stitched sewn-in sleeve shall be provided across both the top and bottom edges of the banner along with $\frac{3}{4}$ " grommets on top and bottom.
- (4) Banners must be **non-commercial**.
- (5) All other street banner requirements apply to the pole banners.
- (6) The banner material must be 14-18 oz. vinyl material.
- (7) Each banner must have a design on both sides.