



City of Petaluma

# Banner Permit & Agreement

ACCT NO# 1100-11100-42610

Form Revised JANUARY 3, 2012

Name of Organization: \_\_\_\_\_

Address: \_\_\_\_\_ Phone No. \_\_\_\_\_ FAX No. \_\_\_\_\_

Name of Individual Making Request: \_\_\_\_\_ Phone No. \_\_\_\_\_

Alternate Responsible Individual: \_\_\_\_\_ Phone No. \_\_\_\_\_

Purpose of Banner: \_\_\_\_\_ Date of Event: \_\_\_\_\_

Banner location# \_\_\_\_\_ from \_\_\_\_\_ to \_\_\_\_\_  
Date Up Date Down

## General Information

- Only nonprofit or community events can be advertised.
- No political campaign advertising of any kind is permitted.
- Applicant no longer needs to secure property owner's permission. City has letters of permission on file.
- Reservations may be made up to one year in advance, **starting from the date the banner is to be hung, not the date of the event.** Call (707) 778-4345 for assistance in booking a reservation.
- Banners may be hung for a maximum two-week period, on a space-available basis. However, if the demand for banner space is greater than what is available, everyone will be limited to one week, closest to the date of their event, in order to accommodate as many nonprofits as possible.
- Only one banner may be hung at each location at any one time. Banners may be printed on both sides, however, if nonprofits choose to share banner space during the same time period.
- No banners may be hung the week before Thanksgiving through the first week in January to allow for the hanging and removal of downtown holiday decorations.
- It is the permittee's responsibility to arrange for the hanging of their banner. Location of hooks for the banners are on **private property**, and property owners do not permit ladders placed against their buildings. Check the phone directory for licensed sign companies providing this service. The City does not assist in hanging banners.
- Banners must have slits cut in them to allow the wind to pass through. Banner is to be attached to the cable between the two buildings and then anchored to the buildings. The minimum height from the curb is 20 feet from the rope line.
- For 2012, the cost of the banner permit will be \$26. A fee for banners was approved by the City Council on November 15, 2010. Fees are to be paid in advance, payable to the City of Petaluma, prior to or at time of issuance of the permit.

### Location #1 – "D" Street Cable

149 C Street  
200 First Street

### Location #2 – Kentucky Street Cable

140 Kentucky Street  
141-143 Kentucky Street

I understand that this organization is responsible for any liability that may occur due to the hanging of this banner. In the event the banner is not removed by the date shown above, I authorize the City to have the banner removed at my expense and disposed of as the City deems appropriate. The organization will be invoiced for \$150.00.

Date: \_\_\_\_\_

\_\_\_\_\_  
Signature of Applicant

Please return completed form to the City Manager's Office, 11 English Street, Petaluma, CA 94952 or by fax (707) 778-4419. If you have any questions, please call (707) 778-4345.

Approved  Denied

\_\_\_\_\_  
City Manager's Office

\_\_\_\_\_  
Date

## Receipt for Payment of Banner Permit

Received From \_\_\_\_\_

Address \_\_\_\_\_

HOW PAID	
Cash	\$
Check	\$
	Check #
Money Order	\$
Credit Card	\$
Circle One: . Visa M/C	

Received by: \_\_\_\_\_

Date: \_\_\_\_\_

Federal Tax ID# 94-6000392

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