



POLICY AND PROCEDURE

Subject: Overhead Street Banner Reservation and Hanging	Index: 303 Number: 303-2
Effective Date: January 1, 2002	Prepared By: Beaches, Parks and Recreation Department
Supersedes: N/A	Approved By: <i>Scott Diehl</i>

1.0 PURPOSE:

It is the purpose of this policy to define the criteria and procedures for coordinating reservations and the hanging of overhead street banners over public right of way in the City of San Clemente.

2.0 ORGANIZATIONS AFFECTED:

Beaches, Parks and Recreation Department
Community Development and Public Works Departments

3.0 REFERENCES:

City of San Clemente Ordinance 954: Signs and Advertising, 17.84.030A
a) Permits for Temporary Signs
b) Procedure
c) Approval
e) Installation

4.0 POLICY:

4.1 It is the desire of the City of San Clemente to allow temporary overhead street banners that promote special events and activities for the benefit of the community at large. This policy and procedure is designed to provide consistent criteria to evaluate and select the organizations that will be given a permit to display temporary banners, as well as the procedures for the reservation process and contractual services related to hanging banners.

4.2 The City of San Clemente permits large overhead street banners to be suspended over a public right of way at a designated location over El Camino Real, between

Avenida Presidio and Avenida Del Mar, as defined by City of San Clemente Ordinance 954, Section 28.

- 4.3 The use of overhead street banners is limited to City Special Events, City Partnership events and "not for profit organizations", as defined by the State of California that are advertising community events. Applicants will provide documentation that confirms "not-for-profit" status in the reservation process.
- 4.4 The City of San Clemente Beaches, Parks and Recreation Department shall consider and issue overhead street banner permits in the following priority:
 1. City of San Clemente special events or activities
 2. City of San Clemente partnership events
 3. All other "not-for-profit" organization special events or activities
- 4.5 Prior to issuing a temporary sign permit that allows for an overhead street banner to be suspended over any public street or right of way, the applicant shall sign a written statement that their organization agrees to indemnify, defend, and hold harmless the City of San Clemente from and against any and all claims, losses or damages caused by or related to the installation, display, or removal of the overhead street banner. The indemnity agreement must be signed by the "not-profit organization" authorized officers or representatives (i.e. President, Secretary, Treasurer.)
- 4.6 To ensure public safety, all overhead street banners will be hung by a professional contractor who is contracted by the City of San Clemente for this service. Contractor will carry one million dollars of liability insurance, and have appropriate equipment to ensure that the work is done both correctly and safely. Contractor shall have a current City of San Clemente business license.
- 4.7 Information on the overhead street banners may include commercial sponsors names or logos, providing they are not the organization coordinating the event, but simply a sponsor of the activity.
- 4.8 Period of display on the overhead street banners is limited to 30 days prior to the event, and two working days after the event, unless otherwise approved by the Director of Beaches, Parks and Recreation or his/her designee. If requested dates are not available, alternate dates may be set aside for the organization to consider.

5.0 DEFINITIONS:

- 5.1 Applicant
Any "not for profit" organization that submits an application to display an overhead street banner.

5.2 Overhead Street Banners:

Any banner intended to be displayed for limited period of time only.

5.3 “Not-for-Profit “Organizations

Organizations that are registered with the State of California as a not for profit community organization, exempt under section 501C- (3) of the Internal Revenue Code.

5.4 City of San Clemente Partnership Events:

A partnership created between the City of San Clemente and another organization for the specific purpose of jointly implementing an activity, facility rental or special event.

5.5 Special Event: Any organized activity within the City of San Clemente that lasts either 45 consecutive days or less or 14 non - consecutive days in a year. Special events include but are not limited to: amusement attractions, athletic events, concerts, exhibitions, fairs, fundraising events, parades, surfing contests and carnivals. It does not include construction projects, funeral or other activities which do not partially occur upon or publicly impact upon the public right of way, nor attract more than 20 people in any given 24 hour period. For more information regarding special events refer to San Clemente City Ordinance on Special Events.

5.6 Contractor:

The Contractor is a licensed business operator who will be contracted by the City of San Clemente for the specific purpose of hanging overhead street banners over City public right of way.

6.0 *PROCEDURE:*

6.1 Requests for Overhead Street Banner Permit

6.1.1. Applications for permits will be accepted beginning on October 1, for the following calendar year, January-December.

6.1.2. All requests for overhead street banner permits will be submitted to and processed by the Beaches, Parks and Recreation Department.

6.1.3. Applicants will receive a confirmation notice with the dates available for their request along with an invoice for the fees to hang the overhead street banner. The fee will be due 30 calendar days prior to the date of hanging the overhead street banner. Overhead street banner permits will be cancelled if fees are not received in advance of date that the overhead street banner is to be displayed.

6.1.4 Fees to hang the overhead street banner shall be payable to the City of San Clemente, and collected by the Beaches, Parks and Recreation Department. The fee for each overhead street banner permit will be the contract amount approved

by the City Council with the selected contractor to provide the banner hanging service plus a \$25.00 administrative fee. The \$25 fee will be retained by the City of San Clemente to offset costs for the reservation process, banner inspection and storage of overhead street banners.

- 6.1.5 Once the payment is made, the applicant will receive a final confirmation notice with directions to deliver the overhead street banner to the Community Center seven days in advance of the date it is to be displayed. This will allow for the contractor to inspect the banner for appropriate hardware, rope and wind holes.
- 6.1.6 The Beaches, Parks and Recreation Department will forward overhead street banner installation fees to the Contractor quarterly, after receiving the appropriate invoices.

6.2 Overhead Street Banner Hanging Process

- 6.2.1 To ensure public safety over a public right of way, the City of San Clemente will contract with a contractor to install overhead street banners. The contractor will be selected as per purchasing and contract procedures of the City of San Clemente.
- 6.2.2 The contractor will be required to provide the City of San Clemente with a valid business license with the City of San Clemente, and appropriate liability insurance, as determined by the City's Risk Manager. The contractor must also have the necessary equipment to properly suspend the banner safely as per the City of San Clemente installation requirements.
- 6.2.3 The City of San Clemente will receive invoices from the contractor quarterly and pay these through the regular process of payment through the Finance and Administrative Services Department.
- 6.2.4 The Beaches, Parks and Recreation Department will prepare a master reservation calendar, and mail the Contractor the confirmed reservations on a quarterly basis: January-March, April-June, July-September, and October-December.
- 6.2.5 A maximum of two banners, at any one time, may be suspended across the El Camino/Presidio location.
- 6.2.6 Overhead street banner installation will begin and end on Monday mornings. When a holiday occurs on a Monday date selected, the date for installation will be the following Tuesday.
- 6.2.7 Overhead street banners must be delivered directly to City of San Clemente Community Center, at 100 Calle Seville, at least seven days in advance of the date the banner is to be displayed. Banners will be placed in temporary storage at the Community Center for pick-up by the contractor to allow for banner inspection, and timely installation. After the overhead street banner is removed, the overhead

street banner will be placed in City of San Clemente storage for a maximum time of two weeks until picked up by the applicant.

- 6.2.8 When ropes and clasps are not suitable to securely fasten the overhead street banner, the contractor has the right to refuse to hang the banner or may bill the applicant for the supplies and time necessary to hang the banner correctly. For specifications see: Overhead Street Banner Material section 6.3

6.3 Overhead Street Banner Material Requirements

- 6.3.1 Overhead street banners may not exceed 100 square feet in total size. Typical overhead street banners are three to four feet high, by 20 to 25 feet long.
- 6.3.2 Overhead street banners must be constructed of a durable fabric that can withstand the elements and weathering. Generally, the mill thickness of the vinyl is 18 oz. Some sign companies include a "block-out" fabric that is placed between the two vinyl pieces. This center layer keeps light from shining through the sign, making the banner more readable.
- 6.3.3 Overhead street banners must be maintained in good condition, free of defects, including cracking, torn or ripped material, or faded copy.
- 6.3.4 The banner shall be perforated at least 10% of the total area to reduce wind resistance. This is accomplished by cutting small wind holes in the vinyl. Half moon shapes are generally the least noticeable and are not as likely to rip the material in strong wind conditions. Overhead street banners that are ripped or torn by wind or storm conditions are not the responsibility of the City of San Clemente, or the professional contractor, and therefore will not be replaced by them. The banner must be printed on both sides. Lettering should be at least 6". Banners that contain too much information, or use small size lettering are difficult for motorists to read at a glance and thus are not very effective.
- 6.3.5 The banner must have grommets (metal eyelets) every two feet along the length of the sign and at all four corners. A double bolt snap (3" x 3/4") or a "snap ring ("5/16 x 3 1/8") is required for each grommet to secure the overhead street banner to the existing street wire.
- 6.3.6 Rope must be solid braid nylon rope, (1/4 inch thickness). A minimum of 25 feet on each corner, for a total of 100 feet which is necessary to tie the overhead street banner across the street. Applicants are encouraged to have overhead street banners made that include rope sewn through the length of the sign. These are the most durable and allow the banner to be tightly drawn and keep the sign from folding or buckling under its weight.