



## **POLICY, REQUIREMENTS AND APPLICATION PACKET FOR INSTALLATION OF BANNERS IN THE PUBLIC RIGHT-OF-WAY**

The City of Culver City (City) has a program allowing for the installation of eligible banners across the public right-of-way at three locations: Washington Boulevard at Walgrove Avenue, Overland Avenue in front of the Veteran's Memorial Building, and Sepulveda Boulevard near Berryman Avenue; as well as on street light poles along Culver Boulevard in the Downtown area (collectively, "Banner Locations"). The Public Works Department processes all applications for the installation of eligible banners in the Banner Locations. Applications are available at the Public Works Department, Engineering Division Desk, located on the 2nd Floor of City Hall, 9770 Culver Boulevard, Culver City, CA 90232. The following sets forth the City of Culver City's policy and requirements regarding the installation of banners in the Banner Locations.

### ***Policy and Requirements:***

- The City reserves the right to preempt the use of any Banner Location at any time for an emergency and/or if necessary to protect the public health, safety or welfare.
- Eligible banners must be for the purpose of promoting a civic event or activity that is organized or sponsored by the City of Culver City or Culver City Redevelopment Agency. (See CCMC § 17.330.040.B.7 for additional information regarding eligibility criteria.)
- If the City receives multiple requests for banners for the same dates and Banner Locations, then priority will be given to City or Redevelopment Agency events. After priority is given to those events, priority will then be determined by the order applications are received.
- Applications will be held, but not acted upon until six weeks prior to requested installation.
- The applicant must pay all permit and installation fees at the time of application unless those fees have been waived by action of the Culver City City Council and/or Culver City Redevelopment Agency Board and funds are available.
- After approval of the application, the applicant must deliver the banner to the City's approved contractor. Banners should be delivered as soon as possible, but must be delivered no later than fourteen days prior to the date requested for the banner to be installed.
- No more than fourteen days of display time can be guaranteed. Regardless of the installation date, the banner shall be removed by the approved contractor within three days of the expiration of the permit.
- The City/Redevelopment Agency is not responsible for any errors in the text or manufacturing of banners.
- An image showing the design (including all text) and the dimensions of the banners shall be submitted with each application.

### ***Basic Banner Design, Manufacturing, and Guidelines:***

- Successful banners consist of simple, contrasting colors with big bold lettering. Small lettering and numerous words are difficult to read when driving down the street.
- Only banners manufactured to the attached specifications will be accepted.
- It is recommended that you do not have the banner manufactured before obtaining approval of the design from the Department of Public Works.

### ***Banner Specifications:***

#### All Banners

- 1) All banner(s) are subject to approval of the Department of Public Works prior to installation. Those banners not meeting the below specifications may be rejected.
- 2) Banners must be fabricated by companies who normally do so as a regular part of their business.

#### Over the Public Right-of-Way Banners

- 1) Maximum size is 3' x 24.'
- 2) Banners must be made of reinforced fabric capable of withstanding heavy wind loads (2 ply 13 oz. vinyl or 2 ply vinyl mesh suggested, or as required under contractor's insurance).
- 3) 6" x 6" air vents must be placed every 4'. Air vents are not needed if banner is 24 sq. ft. or less or if banner is made of mesh type material allowing air to pass through.
- 4) No. 4 grommets must be placed every 3'.
- 5) 100' of 3/8 nylon rope must be sewn in the top and bottom hem. The length of the rope will be centered in the banner with excess rope extending out on all four corners.
- 6) The text of all banner(s) must include a visible and prominent notation that the event is sponsored in part by the City or Redevelopment Agency, as applicable.

#### Street Light Pole Banners

- 1) Maximum size is 3' x 8' for street light pole banners, unless otherwise approved by the Public Works Director.
- 2) Material should be blackout vinyl.
- 3) Finishing should include a 3" pocket at top & bottom with 1" webbing loop at edge of each pocket.
- 4) The text of all banner(s) must include a visible and prominent notation that the event is sponsored in part by the City or Redevelopment Agency, as applicable. Seventy-five percent of the banner face must be dedicated to artwork or text describing or publicizing the event rather than non-City or Agency sponsorship information.

### ***Fees for Over the Public Right-of Way Banners:***

Application Fee:       \$117

Installation Fees:

One over the public right-of-way banner: \$550  
Two over the public right-of-way banners: \$790  
Three over the public right-of-way banners: \$1,050

***Fees for Street Light Pole Banners:***

Application Fee:       \$117

Installation Fees:

25 street light pole banners: \$737.50 (\$29.50 each)

50 street light pole banners: \$1,225 (\$24.50 each)

100 street light pole banners: \$2,250 (\$22.50 each)

Note: There are 25 light poles that accommodate 50 banners on Culver Boulevard in the Downtown area.

***Note: All fees are subject to a 4% technology surcharge.***

***Application Form:***

Fill out the attached application form clearly describing the event or activity and completing all requested information. Submit your completed application to the Department of Public Works.

If you have any questions call the Department of Public Works at (310) 253-5618.



**APPLICATION FOR BANNERS IN THE PUBLIC RIGHT-OF-WAY**

Public Works Department, Engineering Division

9770 Culver Boulevard, CA 90232-0507, (310) 253-5618

(Please print or type. Return completed application to the Public Works Department along with all applicable fees).

Name of organization: \_\_\_\_\_

Address: \_\_\_\_\_

Name of contact person (Print): \_\_\_\_\_

Daytime phone number: \_\_\_\_\_ Fax: \_\_\_\_\_

Name of event: \_\_\_\_\_

Dates of event: First day - \_\_\_\_\_ Last day - \_\_\_\_\_

Requested banner display dates: \_\_\_\_\_

Text on banner: \_\_\_\_\_

Dimensions of banner:

(Note: All banners must include a notation indicating the event is sponsored in part by the City of Culver City or Culver City Redevelopment Agency, as applicable.)

Brief description of event: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Check off requested banner locations

\_\_\_\_\_ Across Washington Boulevard at Walgrove Avenue

\_\_\_\_\_ Across Overland Avenue in front of the Veteran's Memorial Building

\_\_\_\_\_ Across Sepulveda Boulevard near Berryman Avenue

\_\_\_\_\_ Street light poles on Culver Boulevard in Downtown Area (provide number to be installed: \_\_\_\_\_)

\_\_\_\_\_

Signature

\_\_\_\_\_

Date

**Eligibility criteria:** The event must be a civic event or activity organized or sponsored by the City of Culver City or Culver City Redevelopment Agency.

1. Is the event located in Culver City? Yes  No
2. To determine if the event is a civic event or activity, please answer the following:
  - a) Is it a public program? Yes  No
  - b) Is it an educational activity? Yes  No
  - c) Is it a commemoration/celebration of any historical date, event or person, holiday or persons or events of local, state or national significance? Yes  No
3. To determine sponsorship, please answer the following:
  - a) Is the City and/or Redevelopment Agency participating in an official capacity in the planning, preparation or promotion of the event or activity? Yes  No   
If yes, please briefly and clearly describe the City's and/or Agency's participation (include the name and phone number of City or Agency staff member involved in the event): \_\_\_\_\_  
\_\_\_\_\_
  - b) Is the City and/or Redevelopment Agency contributing to the cost of the event or activity? (check one):
    - 25% of the total estimated costs of the civic event or activity.  
Total estimated costs of event \$ \_\_\_\_\_  
Total contribution of City and/or Agency \$ \_\_\_\_\_  
(Note: The contribution may take the form of funds, labor, staff time, materials, a waiver of fees, or any combination of the foregoing. Please submit documentation to substantiate the amount claimed.)
    - \$1,000
4. To determine fees, please answer the following:
  - a) Have the permit fees been waived by the City Council or Redevelopment Agency? Yes  No
  - b) Have the installation fees been waived by the City Council or Agency? Yes  No

If yes for either 4a or 4b, please specify if the waiver was provided as part of a Memorandum of Understanding or other City Council Action and the relevant date.

  - Memorandum of Understanding dated \_\_\_/\_\_\_/\_\_\_
  - Other Council Action dated \_\_\_/\_\_\_/\_\_\_
  - Neither
5. Attach an image of the proposed banner(s) and note the dimensions.

For Staff Use (Include the date banners must be removed by City's approved contractor)

Public Works Approval / Date: \_\_\_\_\_

Public Works City Hall Staff: Keep original for files and immediately give a photocopy of approved application to Applicant, City's approved contractor, and Traffic Technician.