



PUBLIC RIGHT-OF-WAY BANNER APPLICATION GUIDELINES

1. A complete application must be filed with the Planning Division a minimum of fifteen (15) working days prior to the requested date of display.
 - a. Fee for Public Right-of-Way Banner: A \$175.00 flat fee for each banner is required.
 - b. Upon receipt of a complete application, the city planner shall approve or deny the banner application within five to ten working days.
 - c. No banner applications will be accepted more than one year in advance. Applications will be approved on a "first-come-first-served" basis. Wholly sponsored City events will take precedence over other events if scheduling conflicts occur.
2. Pursuant to Section 26-313 (c) of the Municipal Code, only those banners which feature community events sponsored wholly or in part by the City may be placed within the public right-of-way. Sponsored community events are those functions held by City departments and public agencies relating to governmental civic, recreational, health, or cultural publicity.
 - a. A West Covina noncommercial organization/group which meets the criteria for noncommercial status set forth in Attachment A may also submit a banner application for a community event.
 - b. General political statements unrelated to community events, commercial advertising, and general religious messages unrelated to community events will not be accepted.
3. Applications will be considered for approval only at the following banner pole locations:
 - Amar Road east of Azusa Avenue
 - Vincent Avenue south of West Covina Parkway
4. The Application must specify permitted dates (3 week maximum display time), and must include the exact text to be on the banner(s). This information is necessary to determine that a noncommercial message is proposed.
5. The applicant agrees that the City Maintenance Division is responsible only for the installation and removal of the banner(s). The storage and repair of banners is the responsibility of the applicant. The applicant has 30 days to pick up the banner(s) once they are removed.
6. Anyone may appeal the decision of the city planner to the Planning Commission in writing, as set out in the West Covina Municipal Code.
7. If any permit holder has violated any of the provisions of these application guidelines, the city planner may suspend or revoke the permit by serving written notice on the permit holder. The notice shall state the reasons for the suspension or revocation, how it can be remedied or appealed. Revocation will take place immediately. In the case of suspensions, the permit will be revoked unless, within ten (10) days after the notice of suspension is personally served or deposited in the United States Mail, the violation is either remedied or appealed. It shall be the responsibility of the permit holder to provide evidence to the satisfaction of the city planner that the violation has been remedied; otherwise, the permit shall be deemed

revoked without further notice.

8. Following approval by the Planning Department the applicant should take the banner along with a copy of the permit to the City Maintenance Division. This should be done 4-5 days prior to the start of banner display. They will inspect the banner to ensure compliance with performance standards.
9. Applicants should bring their banner to the City Maintenance Division by Wednesday the week prior to display.
10. City crews cannot hang banners on weekends and legal holidays. Please do not select these days as start dates or end dates for banner display. Maintenance work schedule is Monday through Thursday please do not drop off banners on Fridays.

ATTACHMENT A
NONCOMMERCIAL STATUS FOR ORGANIZATIONS

REQUIREMENTS

1. Organizations must be noncommercial West Covina organizations/groups to qualify. Noncommercial groups are defined as follows: "The organization must have applied for and received documentation from the United States Internal Revenue Service or from the California Franchise Tax Board that the permit holder is tax exempt under federal or state income tax laws."
2. A copy of the organization's by-laws or Article of Incorporation shall be submitted to the Planning Division prior to any banner application approval, if necessary.
3. Written or oral status reports, as well as financial reports, may be requested from the organization at any time.
4. Whenever it shall be shown that any banner applicant has violated any of the provisions of this Noncommercial Status Requirement, the city planner may suspend or revoke the banner application by serving written notice on the banner applicant not less than two (2) business days prior to the suspension or revocation. The notice shall state the reasons for the suspension or revocation, how it can be cured or appealed and in the case of suspension that the banner application will be revoked unless, within ten (10) days after the notice of suspension is personally served or deposited in the United States Mail, the violation is either cured or appealed. It shall be the responsibility of the Banner Applicant to provide evidence to the satisfaction of the city planner that the violation has been cured; otherwise, the banner application shall be revoked without further notice.
5. Submit a written request to the city planner, requesting noncommercial status.
6. Enclose the above listed requirements of:

Written Tax Exempt Status
By-laws and/or Articles of Incorporation

APPLICATION
PUBLIC RIGHT-OF-WAY BANNER

Please Print All Information

Date: _____

Organization: _____ Contact Name: _____

Organization's: *address*: _____

phone _____ *fax* _____ *pager/cell* _____

e-mail _____

Sign Contractor: _____

Coordinator's: *address*: _____

phone _____ *fax* _____ *pager/cell* _____

e-mail _____

In accordance with Section 26-339.5 of the Municipal Code of West Covina, I hereby apply for a permit to suspend a banner across the following street(s) for the designated time period: (check box)

- Vincent Avenue at West Covina Parkway
- Amar Road at Azusa Avenue

from: _____ to _____
(3 week maximum) *Note: Dates could be subject to change by City events*

The attached drawing has been submitted showing the size, colors, and text of the banner.

I hereby certify that this application has been prepared accurately. Moreover, I certify that the banner(s) to be suspended meet the criteria set forth in the Filing Requirements and the Noncommercial Status Attachment, and represents a noncommercial event which will take place within the West Covina Community.

Applicant's signature

Date

Planning Director's Approval

Date

Community Services Approval of Date
Note: City sponsored events take precedence over other events

Date

Performance Standards for Banners in Public Right-of-Way

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| Application | complete the attached application |
| Banner Inspection | <p>Following approval by the Planning Department the applicant should take the banner along with a copy of the permit to the City Maintenance Division. This should be done 4-5 days prior to the start of banner display. They will inspect the banner to ensure compliance with performance standards</p> <p>new – inspects for materials and hardware re-used – inspects for damage, deterioration, materials, and hardware</p> |
| Banner material | Vinyl material, minimum 15 ounce weight |
| Size | <p>min height – 3 feet max height – 4 feet min length – 18 feet max length – 25 feet</p> |
| Attachment Devices | <p>brass grommets (1/2 inch interior dimension), to be spaced every two feet along top and (min) every 4 feet along bottom metal O-rings at each corner metal fasteners at the top of the banner upon installation cable clamps at each cable connection to prevent horizontal slippage cable or rope attached to bottom of banner to the bottom cable</p> |
| Safety Features | <p>double stitch hemming throughout the sign and reinforced corners. Cable attaching bottom of banner to bottom cable shall have 12 inches excess length to allow for rotation of banner in the wind.</p> |
| Color | <p>Background must be white Letter/graphics colors may vary</p> |
| Insurance Certificate is not required. | |