



**BANNER PERMIT APPLICATION**

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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: \_\_\_\_\_

Fees

- Banner - each banner \$721.00
- Pole Banner - \$474 for the first 3 banners, and \$180 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 Development Department at 1052 South Livermore Avenue, Livermore, CA 94550, Monday – Friday 8:00 – 5:00 PM.

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**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.

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Updated 10/17/2017

Community Development Department  
1052 South Livermore Avenue  
Livermore, CA 94550  
www.cityoflivermore.net

phone: (925) 960-4410  
fax: (925) 960-4505  
CA Relay: Dial 711

### **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.