

CITY OF BELMONT
Department of Public Works
1 Twin Pines Lane, Suite 385
Belmont CA 94002-3890



TEMPORARY BANNER PERMIT RALSTON AVENUE POLES

Please Print:

Name of Organization: _____

Type of Organization: *(Check one)*

Belmont Affiliated Group Belmont Non-profit (501)
 Belmont School District City of Belmont Department

Name of Contact Person: _____

Address: _____

Phone (H): _____ Phone (W): _____ Cell: _____

Pole Preference: East of El Camino West of El Camino No Preference

Proposed Message on Banner: _____

Date of Event: _____

Dates of Banner Display (*Monday to Monday*): From: _____ To: _____

Please note: Priority Status given to City-Sponsored events and one-week maximum display limit if other reservations are pending.

Banner Fees (Per Fiscal Year 2018-2019 Master Fee Schedule)

\$307.00 per banner (2-week minimum)

*****City of Belmont Use*****

Payment Amount _____

Payment Type Check No. _____ Cash _____ Credit Card _____

Received By _____ Date _____

TEMPORARY BANNER AGREEMENT FORM

I, the applicant, hereby agree to:

1. Assume the defense of and pay on behalf of and hold harmless the City of Belmont, its officials, employees, volunteers, and agents, from and against any or all loss, liability, expense, claim, costs, suits, and damages of every kind, nature and description directly or indirectly arising, or resulting from, the placing, maintained within the public rights-of-way of the City of Belmont at the Ralston Avenue Banner Poles.
2. Provide proof of insurance to the satisfaction of the Finance Director, before the issuance of this permit. Said insurance coverage shall be for at least \$2,000,000 and shall include the City of Belmont as a name co-insured.

Applicant agrees to comply with all applicable requirements of the City of Belmont, standard specifications for banner construction and conditions contained herein.

Signature

Date

-----City of Belmont Use Only-----

Insurance Approved by Finance Director

Date

Total Fee: _____

Reviewed by: _____

Receipt Number: _____

Approved

Director of Public Works

Date

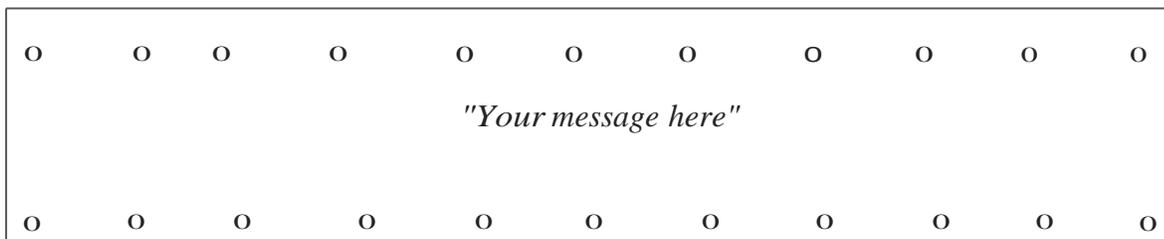


RALSTON AVENUE BANNER DESIGN REQUIREMENTS

- 1.) Banners must be 20 feet wide and 4 feet tall.
- 2.) Grommets must be at all 4 corners and every 2 feet along the top and bottom.
- 3.) Grommets must be installed within a 1/2 inch of the edge of banner.
- 4.) Air holes or slits are strongly recommended.
- 5.) All excess rope will be removed.
- 6.) Owners are responsible for cleaning and maintaining the banners.

Banners that do not meet design requirements will not be installed.

Note: Clips used to attach the banner to the cables will be provided by the city.



TEMPORARY BANNER PERMIT POLICY

The City will allow Belmont affiliated groups to use the banner poles located on Ralston Avenue between Sixth Avenue and El Camino Real, and Ralston Avenue by Hiller Avenue near Fire Station 14 to notify the public of specific events if the city of Belmont is not using the poles for a City sponsored event.

Use of the Ralston Avenue sponsor banners is limited to commercial messages (not including sales promotions) that provide information on:

1. Events suitable for all ages and open to the public on substantially the same terms as members of the sponsoring organization; or
2. City-sponsored events; or
3. Events and activities of schools located in the City (pre-kindergarten through university, both public and private schools); or
4. Events sponsored by organizations located in the City, or serving Belmont residents, that have received tax-exempt status pursuant to Internal Revenue Code Section 501(c)(6); or
5. Messages sponsored by the City.

Groups with banner messages advocating specific issues will not be allowed

Banners will be allowed on one pole for two consecutive weeks maximum with the exception of the City's Holiday Banners that will be in place between Thanksgiving and New Year's Day.