



BANNER INSTALLATION AND DISPLAY POLICY AND PERMIT APPLICATION

Revised 5-23-19

Banners require a “banner permit” and District approval of a completed application form provided by the District that is submitted by an authorized non-profit organization.

DEFINITIONS

Banner: A temporary sign which is installed across at least 17 feet above the crown of a roadway located within the San Miguel Community Services District (SMCSD.)

Event: Any meeting, display, exhibit, parade, lecture, or show that is sponsored by a non-profit organization, open to the general public and takes place on public property or property open to the public for the Event, within the District boundaries.

Nonprofit Organization: Any entity that is operated for a public or charitable purpose organized under the California Public Benefit Corporation Law (Corporations Code sections §5110- 6910) or otherwise qualified under Internal Revenue Code section §501 (c) (3).

PURPOSE AND APPLICATION

Banners are displayed to inform the general public of upcoming events and/or District Business.

POLICY

1. A Banner may be displayed **only to announce an Event.**
2. The name of the event shall be printed in the largest and boldest type. The location, time and date shall be printed in a character size smaller than that of the event. The name and/or logo of the nonprofit organization sponsoring the Event may be displayed in the same type size or smaller than that used for the location, time and date. **Other messages or statements, including political statements or endorsements, are strictly prohibited.**

Examples:

SAGEBRUSH DAYS
Saturday, April 27th Mission Street
Parade at 11 AM – BBQ at 1 PM

CHRISTMAS LIGHT PARADE
Saturday, December 19th Mission Street
Parade at 6 pm

Any banner wording shall be approved by the SMCS D prior to issuance of a banner permit to insure adherence with this policy. The approved banner wording shall be in a similar form shown above and stated exactly as approved in the banner permit. Deviation from the approved wording is cause for the SMCS D to refuse the installation of any Banner.

3. Approved banners shall be installed for no more than two (2) calendar weeks.
4. Banners shall be installed and removed by the SMCS D.
5. Banners shall normally be installed on the Friday, up to, two weeks before an event and removed on the Monday following the Event.
6. A new banner schedule shall be established each year by January 31. To obtain a place on the initial schedule issued, annually each January 31. Applicants must submit banner permit applications to the SMCS D by no later than January 15 of each year. Beginning on February 1 of each year, the SMCS D will issue banner permits for any unreserved times on a first-come, first-serve basis.

7. Banner Design Specifications:

Permitted Height:

34” finished height

Minimum total Length:

Twenty feet

Maximum total Length:

Forty feet

Minimum Weight:

Eighteen ounces

Securing:

The top and bottom edges of the Banner shall have a folded stitched hem sewn with nylon webbing, with ½” to 1” internal diameter metal grommets evenly spaced at 2 ½’ intervals.

Wind Pressure Relief Ports:

A minimum of one four-inch radius “half moon” wind pressure relief port shall be provided within each three-foot horizontal portion of the banner. Each port must be located within the middle 1/3 of the banner height. (wind relief cuts must be made prior to delivery of the banner to the District, the District WILL NOT install a banner without the relief ports and WILL NOT cut them for the banner owner)

GENERAL NOTES

1. Banner materials may not be metallic or other electrical conducting material except for border support eyelets or any experimental materials not in general use, unless specifically approved by the SMCS D’s Engineer on a time and materials basis.

2. All materials composing the body of or applied to a Banner shall be waterproof and resistant to deterioration due to rain, freezing or sun baking.
3. The condition of installed banners will be continually reviewed throughout the display period. In the event any defect or problem is detected by SMCSD staff the applicant will be notified and the banner may be removed until the applicant is able to make the necessary repairs.
4. No refunds will be given for any Banners that are removed for issues related to the Banner itself.

PROCEDURES

At the beginning of each calendar year, a display schedule of SMCSD banners shall be established as provided above. All SMCSD departments wishing to reserve a place on the banner schedule shall submit a written request to the General Manager between January 2 and January 15, and such requests will be given a priority over non-SMCSD requests. Once all initial SMCSD banner times and dates are reserved, all other banner display requests filed by January 15 of each year for that calendar year shall be reserved on the schedule published each January 31. All subsequent applications to display a banner, including subsequent SMCSD requests, shall be reserved on a first-come, first-serve basis. No exceptions will be granted.

In case of a conflict in requested times to display banners on applications filed by January 15 of each year, SMCSD staff will first contact the parties requesting the same date and attempt to resolve the conflict. In cases where a conflict cannot be resolved, the SMCSD General Manager will resolve the conflict by lottery.

Upon receipt of a written request to display a banner, the SMCSD General Manager or his designee shall verify that the proposed banner complies with this policy. If a designated staff person determines that the banner does not comply with this policy, then the application will be denied, and fees refunded. This denial may be appealed to the Board of Directors by applicant.

An applicant must complete and file a banner permit application and pay a banner fee of One Hundred Dollars (\$100.00) for displaying a single banner. The application must be approved, and fees collected before any banner may be installed. If an applicant desires to hang a single banner, permit forms are located at the San Miguel Community Services District office located at 1150 Mission Street, San Miguel. A banner permit file, containing the current year banner schedule (calendar), a copy of this policy, and issued banner permits will also be kept at this location. After a banner permit is completed, the original permit will be filed in the banner permit file, and a copy will be given to the permit holder.

All banner permits are good only for the event which they are issued. At the end of each calendar year, the banner schedule (calendar) and issued permits will be removed from the banner permit file and placed in an archive file until disposal in accordance with the SMCSD's records retention policy.

NOTICE TO APPLICANT:

Banners are the sole responsibility of the applicant/ owner. Any banner found to have damage which may pose a threat to District property or the safety of the public may be denied at the discretion of the District, or applicant may be required to repair the banner prior to being displayed.

The SMCSD Board of Directors may amend this policy from time to time.



BANNER APPLICATION AND PERMIT

San Miguel CSD

**1150 Mission Street ♦ San Miguel
Phone: 805-467-3388 ♦ Fax: 805-467-9212**

PLEASE PRINT OR TYPE - COMPLETE ALL INFORMATION

Date: _____

Applicant Name: _____

Address: _____

Phone No.: _____ Contact Name: _____

Alternate Contact Numbers or Name: _____

Display Dates Requested: _____

Fee: _____

Check No.: _____

Visa/MC: _____

Security Code: _____

Expiration Date: _____

Name: _____

Billing Address: _____

Proposed wording:

I, the undersigned, have read and understand the SMCSO's banner policy as written above, agree to stated policy, and agree to maintain compliance with the policy at all times.

Applicant Name: (Print)

Applicant Signature:

SMCSO Use Only	
Application Reviewed by:	Approved by:
_____	_____
Date: _____	Date: _____