



# Overhead Street Banner and Park Banner Regulations

|  |   |                     |                       |                                   |   |
|--|---|---------------------|-----------------------|-----------------------------------|---|
| <b>Purpose &amp; Intent</b>                        | The purpose of this policy is to protect the public interest and enhance awareness of community events, programs, and activities taking place in the City of Pomona.  |                     |                       |                                   |   |
| <b>Permit Eligibility</b>                          | <p><b>Railroad overpass and street light banner locations</b> are authorized for City events, and/or events with a specified Finding of Public Benefit designation by City Council, for Pomona-based public agencies, local colleges, youth sports leagues, and nonprofit organizations that promote safe and healthy family activities and programs taking place in Pomona.</p> <p><b>City Park pole banner locations</b> are authorized for City events and permitted community sports leagues.</p>   |                     |                       |                                   |   |
| <b>Banner Content</b>                              | <p>Banner content, including artwork and written message must be in alignment with the City's mission, vision, and core values, and may not contain advertisement for or promotion of alcohol brands (beer and wine included), drug usage, illegal activity, gang affiliation, nudity, violence, or any other material that would be deemed offensive to a family-friendly environment.</p> <p>Banners for commercial advertisements, political advertising, or religious statements in any form are not allowed.</p> <p><b>All banner content must be submitted for approval at the time of application.</b></p> <p>Banners may only be displayed at designated public right-of-way and City Park locations with a valid permit. Permits will indicate the length of display, a maximum of fourteen (14) consecutive days for overpass locations or ninety (90) consecutive days for street light and City park locations.</p> |                     |                       |                                   |   |
| <b>Banner Locations, Dimensions &amp; Duration</b> | <b>Public Right-of-Way Locations</b>  | <b>Max Duration</b> | <b>Max Dimensions</b> | <b>Installation &amp; Removal</b> | <b>Fee</b>  |
|  | White Avenue  | 14 days             | 30' x 4'              | By approved licensed installer    | City: N/A<br><br>Based on current adopted City Fee Schedule |
|  | Garey Avenue  |                     |                       |                                   |   |
|  | Towne Avenue  |                     |                       |                                   |   |
|  | Reservoir Street  |                     |                       |                                   |   |
|  | East End Avenue   |                     |                       |                                   |   |
|  | Street Lights   | 90 days*            | 30" x 84" (in.)       |                                   |   |

\*Per April 2, 2018 City Council authorization, PUSD max duration may be up to one-year at City's sole discretion.

| <b>Banner Locations, Dimensions &amp; Duration (continued)</b> | City Parks banners are located at City-designated spaces where banners are held between two existing poles. The banner may only be installed at the park where the event is taking place.   |   |   |                |                        |  |
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|  | City Park Banner Locations  | Eligibility   | Max Duration                                      | Max Dimensions | Installation & Removal | Fee  |
|  | Ganesha Park  | City events   | 90 days   | 4' x 20'       | City                   | N/A  |
|  | Kennedy Park  | City events and Permitted 'User Group A' Sports Leagues                     |   | 12' x 5'       | Applicant              | N/A  |
|  | Palomares Park  |   |   | 8' x 4'        |                        |  |
|  | Ted Greene Park   |   |   | 9' x 4'        |                        |  |
|  | Ralph Welch Park  |   |   | 9' x 4'        |                        |  |
|  | Veterans Park   | City events and Permitted Veterans Sports Leagues and Permitted User Groups | Duration of rental                                | 4' x 20'       | Applicant              | City: N/A<br><br>Based on adopted current fee schedule |
| Athletic Fields/Fences   | Permitted 'User Group A' Sports Leagues   | 90 days   | Fences/Dugouts: 8' X 4'<br><br>Backstops: 3' X 4' | Applicant      | \$0                    |  |
| <b>Issuance of Permit &amp; Fees</b>                           | Permits are issued on a “first-come, first-served” basis, pending availability. Banners promoting pre-scheduled annual City events such as Holiday at the Plaza, Easter Egg Hunt and Haunted House have first priority.   |   |   |                |                        |  |
|  | Reservations are made by submitting a Community Event Banner application at least thirty (30) days prior to installation and up to one year in advance. Applicants will be limited to a maximum of three (3) advanced reservations at a time to facilitate availability for various entities. Additional reservations can be made as events are completed and banners are removed. Permits will specify permitted dates to expire on the last day indicated and may be renewed at least thirty (30) days prior to permit expiration, pending availability and will be subject to additional fees. |   |   |                |                        |  |

| <b>Issuance of Permit &amp; Fees (continued)</b> | <p>An interested party shall request a banner permit by submitting a completed application with a copy of the actual banner artwork on letter-sized paper. Hand-drawn exhibits will not be accepted.</p> <p>For banners installed by the applicant, it shall be the responsibility of the applicant to have a banner fabricated in accordance with the size and design specifications, as well as install, and remove their banner(s) in accordance with the requirements herein.</p> <table><tr><th>Banner Location</th><th>Issuing Office</th><th>Fees</th></tr><tr><td>Public Right-of-Way</td><td>Engineering Counter<br/>City Hall – 1<sup>st</sup> Floor<br/>505 S. Garey Avenue<br/>Tel. (909) 620-2281</td><td>Based on current adopted fee schedule</td></tr><tr><td>City Park</td><td>Community Services<br/>Palomares Park<br/>499 E. Arrow Hwy.<br/>Tel. (909) 620-2321</td><td><b>User Group A Leagues:</b> N/A<br/><br/><b>Veterans Park:</b> Based on current Athletic Field Manual</td></tr></table>   | Banner Location  | Issuing Office | Fees | Public Right-of-Way | Engineering Counter<br>City Hall – 1 <sup>st</sup> Floor<br>505 S. Garey Avenue<br>Tel. (909) 620-2281 | Based on current adopted fee schedule | City Park | Community Services<br>Palomares Park<br>499 E. Arrow Hwy.<br>Tel. (909) 620-2321 | <b>User Group A Leagues:</b> N/A<br><br><b>Veterans Park:</b> Based on current Athletic Field Manual |
|--|--|--|----------------|------|---------------------|--|---------------------------------------|-----------|--|--|
| Banner Location                                  | Issuing Office   | Fees   |                |      |                     |  |                                       |           |  |  |
| Public Right-of-Way                              | Engineering Counter<br>City Hall – 1 <sup>st</sup> Floor<br>505 S. Garey Avenue<br>Tel. (909) 620-2281   | Based on current adopted fee schedule  |                |      |                     |  |                                       |           |  |  |
| City Park  | Community Services<br>Palomares Park<br>499 E. Arrow Hwy.<br>Tel. (909) 620-2321   | <b>User Group A Leagues:</b> N/A<br><br><b>Veterans Park:</b> Based on current Athletic Field Manual |                |      |                     |  |                                       |           |  |  |
| <b>Insurance &amp; Liability</b>                 | <p>The permit applicant and installer are required to provide the City with a certificate of insurance and an additional insured endorsement evidencing General Liability Insurance coverage with limits of not less than \$1,000,000 each occurrence and \$2,000,000 general aggregate. The City of Pomona shall be named as certificate holder and additional insured. The additional insured endorsement shall name the following as additional insured: The City of Pomona including appointed and elected officials, officers, directors, agents, employees, volunteers and contractors. Documents must be submitted with application.</p>  |  |                |      |                     |  |                                       |           |  |  |
| <b>Transferability</b>                           | <p>The terms of banner permits are not transferable.</p>   |  |                |      |                     |  |                                       |           |  |  |
| <b>Enforcement Terms</b>                         | <p>The City reserves the right to require removal of any banner, before or at permit expiration, if the banner(s) has been vandalized, damaged, is deemed unsightly due to deterioration, or is a hazard to the public.</p> <p>Banners removed by the City will be held for two (2) weeks prior to disposal. Please contact the office that granted your permit before attempting to pick up your banner.</p> <p>City events will have display priority at all times. All other requests of display may be cancelled without notice. City cancellations shall result in a full or prorated refund of the paid permit fee. If the banner requires removal due to City’s need for space, the permittee will be provided notice. Within 48 hours of that notice, the banner will be removed by the permittee. Failure to remove within that timeframe will result in banner considered “unauthorized” and subject to removal provisions.</p> <p>For Public Right-of-Way banners, only two parties are allowed per location with a maximum of four banners per location – two in each direction.</p> |  |                |      |                     |  |                                       |           |  |  |

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|                                 | <p>All unpermitted and unauthorized banners will be removed by City staff and the responsible party will be contacted (if possible) and invoiced for any staff fees incurred, per the Pomona City Code Sec. 42-1.</p>   |
| <b>Banner Specifications</b>    | <ul style="list-style-type: none"> <li>• The copy of the banner shall be limited to the nature of the special event or promotion.</li> <li>• Be professionally manufactured.</li> <li>• Be of duck canvas material, vinyl, and/or other durable, suitable material.</li> <li>• Not exceed 10 pounds for all park locations and 15 pounds for railroad overpass locations.</li> <li>• Have air vents to minimize strains on both sign and cable.</li> <li>• Have grommets spaced to no greater than three (3) feet apart along top and four (4) feet apart on the side edges; securely fastened through at least four (4) grommets, one at each corner of banner.</li> <li>• Be attached to cable by “halter” type snaps.</li> <li>• Be tied down with plastic cable ties or rope at gauge sufficient to hold the weight of the banner and tied down at the bottom ends by rope no less than ¼ inch diameter.</li> <li>• Have gaps between banner and pole not to exceed six (6) inches on any side.</li> <li>• Pole banners shall not exceed 30 inches by 84 inches.</li> <li>• Not exceed 30 feet long x 4 feet high at railroad overpasses.</li> <li>• Not exceed 20 feet long x 4 feet high at southwest corner of White Avenue and McKinley Avenue.</li> <li>• Clear the surface by at least 20 feet, or be higher than the adjacent bridge structure.</li> </ul>   |
| <b>Installation and Removal</b> | <p><b>Public Right-of-Way</b></p> <ul style="list-style-type: none"> <li>• Banners must be hung by a professional sign company or an approved equivalent, which is properly equipped with a personnel hoist, insured with general liability coverage, and has a current business license issued by the City. The contractor shall also name the City as an additional insured on the general liability coverage.</li> <li>• Only two (2) parties are allowed per location with a maximum of four (4) banners per location – two in each direction.</li> <li>• Ameron banner saver brackets (see attached) or an approved equivalent must be used on City-owned streetlight poles.</li> <li>• The banner shall be removed by the responsible party immediately when 1) the permit expires or 2) if, in the City Engineer’s judgment, a hazard exists or any of the conditions established by these regulations are not met.</li> </ul> <p><b>City Parks</b></p> <ul style="list-style-type: none"> <li>• Banners may be installed on poles at City-designated locations only.</li> <li>• All park banner content may only advertise events occurring at the park where it is installed.</li> <li>• Banners will be installed by the applicant or City staff.</li> <li>• Banners installed by the City must be delivered to the Community Services office one (1) week prior to the installation date.</li> </ul> |

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|  | <ul style="list-style-type: none"> <li>• During display, permit holders should report any need to secure fallen or loosened banners for staff to address promptly.</li> <li>• At the permit expiration date, staff will remove the City-installed banners and make it available for pick-up at the Community Services office within two (2) weeks of the removal date.</li> <li>• Banners installed on field fences for sports league sponsors do not require a banner permit, but must be approved at time of field rental. League sponsor banners must be installed and removed on the same day and may not be left overnight.</li> </ul> |
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Rene Guerrero, P.E.  
City Engineer

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Public Works Director

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Benita DeFrank  
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Effective Date – August 6, 2018

(Supersedes Policy dated 12-10-87)