



THE CITY OF  
**POMONA**  
PUBLIC WORKS DEPARTMENT

# POLICIES AND PROCEDURES

Engineering

DIVISION

Overhead Street Banner Regulations

SUBJECT

12-10-87

DATE

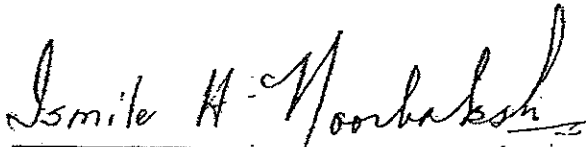
## Policy:

1. A permit, issued by the City Engineer, must be purchased prior to hanging any banner over City street right-of-way.
2. Banner permits will be considered for issuance only at the following three locations: Garey Avenue, north of Holt; Holt Avenue, west of Indian Hill Avenue; and across Garey Avenue at First Street/Southern Pacific Railroad crossing.
3. The permit will specify permitted dates (18 days maximum) to expire on the last date indicated and be removed within 48 hours of expiration.
4. The permit shall expire and the banner shall be removed immediately, if, in the City Engineer's judgement, any of the conditions established by these regulations are not met.
5. The responsible party for any damage caused by the hanging and/or display of banner shall be the permittee. An indemnity agreement shall be executed by the permittee (form attached) prior to issuance of the permit.
6. No reservations will be made more than one year in advance and will be issued on a "first come-first served" basis, except such pre-scheduled annual events as the Los Angeles County fair. City oriented events will take precedence over conflicting dates.
7. No political advertising in any form will be allowed.
8. Reservations must be made in writing with the exact wording indicated that will appear on the banner and the location desired.
9. Banners are to be neatly lettered for charity/philanthropic publicity only, and must be of general city interest and/or benefit.
10. Banners must be hung and removed by a professional sign company or equivalent, properly equipped with personnel hoist, insured with public liability coverage and have a current business license issued by the City Clerk.

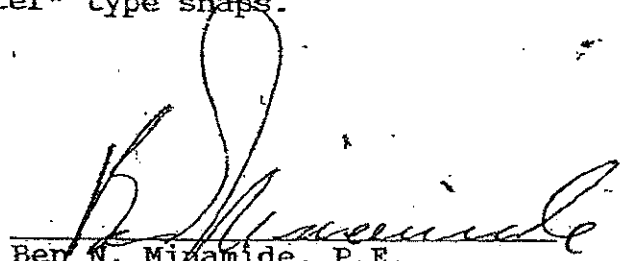
Requirements:

The banner must:

- A) Be of canvas, duck material, and/or vinyl, or other heavy suitable material
- B) Not exceed 30' long or 4' high.
- C) Clear the surface by at least 20 feet, or be higher than the adjacent bridge substructure.
- D) Not exceed 75 pounds.
- E) Have air vents to minimize strain on both sign and cable.
- F) have grommets spaced no greater than 3 feet apart along top and 4 feet apart on side edges.
- G) Be tied down at the bottom ends by rope no less than 1/4 inch in diameter.
- H) Be attached to cable by "halter" type snaps.



Ismile H. Noorbaksh, P.E.  
City/Traffic Engineer



Ben N. Miramide, P.E.  
Director of Public Works

BNM/bml95)

APPROVED BY COUNCIL 10-26-87

(Supersedes Policy dated 10-26-87)  
(Policy initiated 3-4-86)

## INDEMNITY AGREEMENT

In consideration of the City of Pomona granting to \_\_\_\_\_ Hereinafter referred to as "Permittee," owner of property as shown on attached plan, and described in Encroachment Permit attached. Permittee hereby agrees to indemnify, defend and hold City, its officers, agents and employees, free and harmless from any and all liabilities, claims, demands, actions, losses, damages or costs including all costs of defense thereof, caused by, arising out of, or in any way related to Permittee's use or occupancy of the encroachment, or occurring on the encroachment during the term of this agreement which shall remain in effect as long as the encroachment identified on the encroachment permit remains within the City right-of-way. Upon demand, Permittee shall, at their own expense, defend City, its officers, agents, and employees, against all such liabilities, claims, demands, actions, losses, damages or costs.

Should the City require the relocation of this encroachment from its Right-of-Way, it will be the responsibility of the property owner.

All the terms and conditions of this agreement shall be binding upon the Permittee, their heirs, executors, administrators, successors and assigns.

DATED: \_\_\_\_\_

Permittee:

Permit No. \_\_\_\_\_

\_\_\_\_\_  
(Signature)

\_\_\_\_\_  
(Signature)