

# CITY OF MILLBRAE

<b>ADMINISTRATIVE STANDARD PROCEDURES</b>	Number: 6-4 Revision:	Page 1 of 5 Supersedes:
Subject: Broadway Banner Pole Exhibits (A) Specifications (B) Application Form (C) Waiver and Release Form	Approved by: 	Effective Date: October 1, 1997

## 1. Purpose

To provide policies and procedures for the display of banners suspended between the banner poles on Broadway near Hillcrest that ensure safe and responsive display and that parties eligible to display a banner are accommodated as best possible and in an organized, equitable and easy to follow manner.

## 2. Policy

- a. City government departments, non-profit and not-for-profit agencies operating in the City of Millbrae are eligible for banner display time.
- b. Banner requests will be strictly honored on a first come-first served basis. Any exceptions will be made by the Director of Public Works.
- c. City Departments may reserve banner time up to 3 years in advance of desired display time. Applications from non-profit and not-for-profit agencies may be submitted up to 2 years in advance of desired display time.
- d. Banner content shall be limited to non-controversial, non-political and non-commercial material. The banners are generally intended to announce activities of the agencies eligible to display a banner. Director of Public Works will resolve any questions regarding content.
- e. Banner display time may be reserved for a minimum of 1 week and a maximum of 2 weeks.
- f. All banners submitted for display must conform to City Specifications (Exhibit A).
- g. Certificate of General Liability Insurance naming City as additional insured, of at least \$1,000,000 per occurrence, must be provided at time application is made and any necessary updates provided no later than 1 week prior to display.
- h. A Waiver and Release of Liability in the form of Exhibit (C) shall be executed, at time of application, by Applicant releasing City of any responsibility for damages or injuries associated in any way with the banner display.
- i. Any applicant that reserves a display time more than 3 months in advance and then fails to use that time and does not cancel the reservation at least 3 months before the display time, shall not be eligible to reserve time any more than 3 months in advance for a period of 3 years after the reserved display time at issue. Further, any other reservations shall be cancelled and must be renewed subject to this restriction. Director of Public Works may

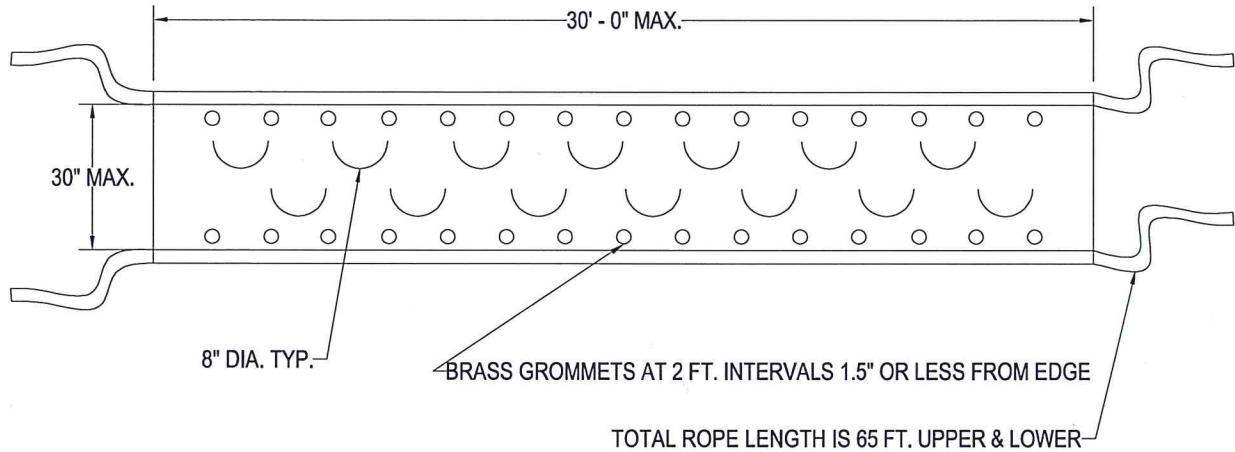
consider exceptions to the policy if there are extenuating circumstances involved.

3. Procedure

- a. Applicant contacts Public Works/Engineering staff to reserve banner time (no earlier than 3 [three] years in advance of desired time for City Departments and 2 [two] years in advance for other agencies).
- b. Applicant receives Application Form (Exhibit [B]) which includes Banner Specifications and Waiver and Release of Liability Form (Exhibit [C]) from Public Works.
- c. Engineering staff puts reservation in calendar in pencil.
- d. Applicant completes and returns Application Form with Waiver and Release of Liability Form and required Certificate of General Liability Insurance naming City as additional insured, of at least \$1,000,000 per occurrence, to Public Works between 1 and 2 weeks but not later than 7 calendar days of reserved banner time and later provides updated Certificate of Insurance as needed.
- e. Engineering staff reviews Application Form, Certificate of Insurance, and Waiver and Release of Liability Form for compliance and approves/denies.
- f. Engineering then sends copies of Approved/Denied Application to the following:

City Administrator  
Director of Public Works  
Superintendent of Public Works  
Applicant

- g. If approved, Applicant must bring banner to Public Works Engineering offices between 8:30 am and 12:00 noon on the Friday of the week preceding banner display; not any earlier or later.
- h. Banner is to be picked up from City Hall by street crew staff on the Friday afternoon of the week preceding banner display and is inspected to ensure compliance with specifications.
- i. Banner is then hung on the Monday morning of scheduled week, weather and staffing permitting and provided that banner meets City specifications.
- j. Banner from previous week is taken down at the same time and returned to City Hall.
- k. Engineering staff will contact Applicant regarding pickup of banner, if other than Monday afternoon of week following banner display.
- l. Pickup must be within seven (7) calendar days of date noted on application for pickup.
- m. If banner is not picked up by applicant or representative within 7 calendar days after the date agreed upon in writing, the City will dispose of the banner in any manner which the City determines appropriate.



## SPECIFICATIONS

1. BANNERS SHALL BE CONSTRUCTED OF COTTON, NYLON OR VINYL COVERED FABRIC. THE TOTAL WEIGHT OF THE BANNER WITH ALL FITTINGS AND ROPES SHALL NOT EXCEED 25 POUNDS.
2. THE BANNER SHALL HAVE NO LESS THAN 25 WIND RELIEF HOLES. THEY SHALL BE 8" DIAMETER SEMICIRCLES DISTRIBUTED EVENLY OVER THE SURFACE OF THE BANNER.
3. A  $\frac{1}{4}$ " TO  $\frac{3}{8}$ " BRAIDED NYLON OR HEMP ROPE SHALL BE SEWN INTO THE TOP AND BOTTOM OF THE BANNER. THE TOTAL LENGTH OF EACH ROPE SHALL BE 65 FEET.
4. BRASS  $\frac{3}{4}$ " GROMMETS SHALL BE PLACED AT 2 FT. INTERVALS BEHIND BOTH THE TOP AND BOTTOM ROPES. NO MORE THAN 1.5" FROM EDGE.

**NO BANNER WILL BE INSTALLED THAT DOES NOT MEET THE ABOVE SPECIFICATIONS. BECAUSE OF THE SAFETY HAZARD, THERE WILL BE NO EXCEPTIONS.**

BANNER DISPLAY TIME IS ONE (1) WEEK WITH A ONE WEEK EXTENSION FOR SPECIAL CASES AS DETERMINED BY THE CITY OF MILLBRAE PUBLIC WORKS DEPARTMENT.

## CITY OF MILLBRAE \* STANDARD PLANS

NO.	REVISIONS		DATE	PROMOTIONAL BANNER DETAIL	APPROVED	<i>[Signature]</i> City Engineer	
DRAWN	SC	CHECKED	KL				
				DATE 11/18/15	SCALE NONE	SHEET 1 OF 1	DWG. NO. N/A