



City of Petaluma

# Banner Permit & Agreement

Form Revised JANUARY 14, 2008

Name of Organization: \_\_\_\_\_

Address: \_\_\_\_\_ Phone No. \_\_\_\_\_ FAX No. \_\_\_\_\_

Name of Individual Making Request: \_\_\_\_\_ Phone No. \_\_\_\_\_

Alternate Responsible Individual: \_\_\_\_\_ Phone No. \_\_\_\_\_

Purpose of Banner: \_\_\_\_\_ Date of Event: \_\_\_\_\_

I have no objection to this banner being hung from location # \_\_\_\_\_ from \_\_\_\_\_ to \_\_\_\_\_  
Date Up Date Down

\_\_\_\_\_  
Owner/Manager

\_\_\_\_\_  
Owner/Manager

\_\_\_\_\_  
Building Address

\_\_\_\_\_  
Building Address

## General Information

- Only nonprofit or community events can be advertised.
- No political campaign advertising of any kind is permitted.
- Applicant must secure the property owner's permission and return the completed form to the City Manager's Office. There is no charge for the permit.
- Reservations may be made up to one year in advance, **starting from the date the banner is to be hung, not the date of the event.** Call (707) 778-4345 for assistance in booking a reservation.
- Banners may be hung for a maximum two-week period, on a space-available basis. However, if the demand for banner space is greater than what is available, everyone will be limited to one week, closest to the date of their event, in order to accommodate as many nonprofits as possible.
- Only one banner may be hung at each location at any one time. Banners may be printed on both sides, however, if nonprofits choose to share banner space during the same time period.
- No banners may be hung the week before Thanksgiving through the first week in January to allow for the hanging and removal of downtown holiday decorations.
- It is the permittee's responsibility to arrange for the hanging of their banner. Location of hooks for the banners are on **private property**, and property owners do not permit ladders placed against their buildings. Check the phone directory for licensed sign companies providing this service.
- Banners must have slits cut in them to allow the wind to pass through.
- Banner is to be attached to the cable between the two buildings and then anchored to the buildings. The minimum height from the curb is 20 feet from the rope line.

**NEW - The City is no longer hanging banners.** You must arrange to have your banner hung by a sign company or by someone who has a bucket-type truck.

**NOTE:** A new cable has been added on D Street, for a total of three cables in the downtown area.

**Banner Locations:**

**Location #1 – Petaluma Boulevard North – North Cable**

145-A Petaluma Boulevard North and  
160 Petaluma Boulevard North

**Contact:** Owner's signature on file for both locations.

**Location #2 – "D" Street Cable**

149 C Street  
200 First Street

**Contact:** Owner's signature on file for both locations.

**Location #3 – Kentucky Street Cable**

140 Kentucky Street

**Contact:** Copperfield Bookstore

141-143 Kentucky Street

**Contact:** Owner's signature on file.

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I understand that this organization is responsible for any liability that may occur due to the hanging of this banner, if banner is hung by any organization other than the City of Petaluma. In the event the banner is not removed by the date shown above, I authorize the City to have the banner removed at my expense and disposed of as the City deems appropriate. The organization will be invoiced for \$150.00.

Date: \_\_\_\_\_

\_\_\_\_\_  
Signature of Applicant

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Please return completed form to the City Manager's Office, 11 English Street, Petaluma, CA 94952 or by fax (778-4419). If you have any questions, please call (707) 778-4345.

Approved  Denied

\_\_\_\_\_  
City Manager's Office

\_\_\_\_\_  
Date