



# CITY OF LONG BEACH

OFFICE OF THE CITY MANAGER • SPECIAL EVENTS AND FILMING

211 East Ocean Boulevard • Long Beach, CA 90802 • ☎ (562) 570-5333 FAX (562) 570-5335

## I. Pole Banner Guidelines Effective November 14, 2013

### A. INTRODUCTION

The City of Long Beach grants permits for the installation of pole banners. The manufacture, installation, and removal of banners are the responsibility of the banner applicant and their banner contractor. Permits shall be issued for banners that promote events and programs that occur wholly or in part within Long Beach city limits. Holiday and seasonal banners are subject to these same guidelines. For these guidelines, a pole banner is defined as a banner suspended above public streets (which includes the sidewalk and roadway) and attached to a single street light pole. Overhead banners, or banners that span any roadway/street, and banners hung on private property are not a part of these guidelines. City of Long Beach Zoning Ordinances governs banners displayed on private property.

### B. APPLICATIONS

1. Street banner applications must be submitted to the City Manager in care of Special Events and Filming at least thirty (30) business days prior to installation.
2. A deposit and a permit fee (see current Special Events and Filming Fee Schedule) must accompany each application. Applications lacking these payments will be deemed incomplete and rejected back to applicant.
  - a. Deposit – A refundable damage deposit of \$500 from the banner applicant or their contractor is required. The deposit is refundable following the removal of all banners and hanging hardware within the specified time, or may be kept on file for annual banner applications. If it becomes necessary for the City of Long Beach or City Light and Power crews to remove banners, or repair damage caused by banners, such costs may be deducted from the deposit. If costs are in excess of the damage deposit, the City of Long Beach and City Light and Power reserve the right to bill the permittee for full-cost recovery.
  - b. Permit Fee – A banner application/permit fee is required (see current Special Events and Filming Fee Schedule).
  - c. Applications and payment must be submitted to  

Special Events & Filming  
City of Long Beach  
211 E. Ocean Blvd., #410  
Long Beach, CA 90802
3. Permit applications may be submitted online, by mail, by fax, or in person, but are not considered complete until accompanied with fees.
4. The residents of the City of Long Beach have the good fortune to live in a diverse community that is host to many special events. Because some of these events occur at similar times of the year, it is possible that more than one organization may wish to promote their event with street banners at the same location at the same time. Should schedule conflicts occur, the issuance of permits will be determined by the City Manager or his/her designee and shall be based on the following factors:
  - a. Banner applications will be permitted on a first-come, first-served basis.

- b. Preference may be given to Long Beach based organizations.
- c. Preference may be given to events sponsored by or affiliated with the City of Long Beach.

### **C. INSURANCE**

Contractors installing banners must provide acceptable evidence of the following insurance at least twenty (20) days before installation. Acceptable insurance coverage will be placed with carriers admitted to write insurance in California, or carriers with a rating of or equivalent to A:VIII by A.M. Best and Company. Questions regarding insurance should be directed to the Risk Management and Administration Bureau at (562) 570-6713.

1. Comprehensive General Liability including completed operations in an amount not less than \$1,000,000 combined single limit for each occurrence or \$2,000,000 General Aggregate. City Light and Power and The City of Long Beach, and their boards, officials, employees, agents, and volunteers shall be covered as additional insured.
2. Automobile Liability in an amount not less than \$500,000 combined single limit per accident for bodily injury and property damage covering owned, non-owned, and hired vehicles.
3. Workers' Compensation as required by the Labor Code of the State of California and Employers' Liability limits of \$1,000,000 per accident.

### **D. INSPECTION**

Arrangements must be made with City Light and Power at (562) 983-2000 for the inspection of the initial banner installation. Should City Light and Power determine that the size, material and/or weight of the banner and/or hardware would damage the light standard, or create a potential hazard, the banners may not be installed.

### **E. BANNER ART**

Banner Art shall not give the appearance or impression that any commercial product or service is endorsed or recommended by the City of Long Beach, their boards, officials, employees, agents, and/or volunteers. Banners shall not display the word "stop," "drive," "danger," or any other word, phrase, symbol, lighting or any devices or any components thereof, or character likely to interfere with or mislead pedestrian or vehicular traffic.

Banners shall not contain any reference to or depiction of any of the following:

1. The "specified anatomical areas" or "specified sexual activities" as defined in Section 21.15.110 of the Long Beach Municipal Code;
2. Any obscene act, gesture or word;
3. Any sale or use of alcohol or tobacco products; and
4. Any sale or use of illegal drugs or paraphernalia.

### **F. RULES AND REGULATIONS GOVERNING STREET BANNERS**

1. A logo and/or company name may appear on the banners, if a minimum of 75 percent of the banner contains the Long Beach related public event message and not more than 25 percent of the banner contains the sponsorship logo and company name, or generic images, which may appear to be advertising. The application must include banner artwork to be deemed complete.

2. Banners may not be installed on traffic signal poles or in a way that obstructs a motorists' view of traffic control devices or street/traffic signs.
3. No banners or decorations will be attached to street trees. Banners shall not be placed where they will damage street trees, and installers may not trim or remove portions of street trees at any time.
4. Based on availability, the City Manager of his/her designee may adjust requested banner locations. The City of Long Beach will not issue a permit for less than one-city-block.
5. Permits will be issued for a period of no more than sixty-five (65) days. Permits granted for the promotion of events held in Long Beach will be granted for installation sixty (60) days prior to the event date, and must be taken down five (5) days after the event date.
6. The banner shall be made of vinyl, nylon, or like material, and is limited to a maximum size of eight (8) feet in the vertical measurement and a maximum gross square footage area of twenty-four (24) square feet per installation. Banners installed within the Rainbow Harbor area must be 35.5 inches wide at the top, 17.5 inches wide at the bottom, and 141 inches long and use City-approved mounting hardware.
7. Banners or decorations shall be attached to the street light pole in a manner approved by City Light and Power and attached securely so that no damage to the street light pole or the finish thereon will result. All banner brackets must be installed using stainless steel band clamps and the brackets must be sufficiently strong to withstand wind-load generated by ninety (90) mile per hour winds. To avoid damage to street light poles, installers must: (1) wrap poles or standards with forty-five (45) ml thick black rubber sheet or other pre-approved material under all steel brackets and clamps, no portion of any bracket shall be in direct contact with the surface of any street light pole or standard, or (2) portions of brackets or clamps in contact with the pole must be coated with non-marring material. Installers are responsible for the provision and maintenance of all banner mounting hardware and shall be removed when banners are removed.
8. Applications for banners proposed to be attached to any private property (e.g., billboards or buildings) must be submitted to the Development Services Department for compliance with the City's sign ordinance. Permission to install poles or other devices to hang banners in public rights-of-way must be obtained from the Department of Public Works prior to the issuance of a banner permit.
9. All parts of pole banners must be safely suspended not less than fourteen (14) feet above the sidewalk, sixteen (16) feet above the roadway, or twenty-two (22) feet above railroad tracks.
10. Banners that may obstruct traffic signs, signals, or warning devices, such as, but not limited to, street name, parking limitations, speed limit, school, directional, or route designation shall not be permitted or installed. Permits will not be issued where the installation is within fifty (50) feet of any mid-block pedestrian crosswalk. Banners must not be installed in locations where they will block motorists' view of oncoming traffic or pedestrians.
11. Banners will be installed so as to not reduce the illumination from the street light poles, nor interfere in any way with street lighting maintenance activities.
12. Banners must be removed within twenty-four (24) hours of the expiration of the permit.
13. Removal of banners may be ordered for the following reasons:
  - a. Damage or potential damage to street lighting equipment is apparent;
  - b. Permit has expired or not valid;
  - c. No permit for the installation has been issued; and/or
  - d. Banner has been vandalized or weather damaged.

If removal is not completed within twenty-four (24) hours of notification, City Light and Power or City of Long Beach crews will manage removal, and the contractor will be billed for work performed, including direct charges and established overhead rates. Failure by the permittee to pay such charges within forty-five (45) days will result in the charges being collected from the posted damage deposit, or a collection agency.

14. Any damage to City property caused by banner installation will be assessed to the banner permittee.
15. Unless otherwise stated in the permit, the installation or removal of street banners and/or decorations shall not take place during the following days/times:
  - a. Monday - Friday (7:00 a.m. - 9:00 a.m. and 3:30 p.m. - 6:00 p.m.)
  - b. Monday - Sunday (10:00 p.m. - 6:00 a.m.)

The City Manager or his/her designee is authorized, after conferring with the Director of Public Works, to approve variances from the requirements provided for the hours of installation or removal of banners.

16. Banners on Caltrans routes require encroachment permits approved by Caltrans. Caltrans routes within the City of Long Beach include:
  - a. Pacific Coast Highway
  - b. Artesia (91) Freeway
  - c. Terminal Island (47) Freeway
  - d. San Diego (405) Freeway
  - e. Long Beach (710) Freeway, north of Pacific Coast Highway
  - f. 7<sup>th</sup> Street, East of Pacific Coast Highway
17. Neighborhood organizations, which are officially recognized by the City of Long Beach, are permitted to hang community banners within their designated boundaries. Permits will not be issued for less than one-city-block and must be installed, maintained, and removed by a City licensed and insured banner contractor. Neighborhood organizations must follow all commercial policies regarding banners.
18. Any requests for deviations from these guideline must be submitted in writing to the City Manager in care of Special Events and Filming at the time of application and must include a detailed explanation.
19. Permits will NOT be issued on streets in areas that are 66.6% residential or more.