



CITY OF LONG BEACH
OFFICE OF SPECIAL EVENTS AND FILMING
211 E. Ocean Boulevard • Suite 410 • Long Beach, CA 90802
Phone 562.570.5333 • FAX 562.570.5335

POLE BANNER GUIDELINES
As of February 12, 2013

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 event organizer and their banner contractor. Permits will be issued for banners that advertise events that occur wholly or in part within Long Beach city limits. Holiday and Seasonal Banners are subject to these guidelines. For these guidelines, a pole banner is defined as a banner suspended over public streets (which includes the sidewalk and roadway) and attached to a single street light pole. Overhead banners (Overhead banners are banners that span the roadway and are usually suspended from poles on either side of the street) and banners hung on private property are not a part of these guidelines. Banners placed on private property are governed by the Zoning code.

ADVANCE NOTICE

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 of Long Beach's Special Events and Filming Office and be based on the following factors:

1. Banner applications or Advance Notices will be permitted on a first-come first-served basis.
2. Preference may be given to nonprofit organizations and Long Beach based organizations.
3. Priority may be given to events that have occurred in Long Beach for many years and to events publicized in the past with street banners.
4. Preference may be given to events sponsored or affiliated with the City of Long Beach.
5. By contract with the City, the Long Beach Grand Prix will be allowed to hang pole banners sixty (60) days before their scheduled race weekend.

APPLICATIONS

1. Street banner applications must be submitted to the Manager of Special Events and Filming Office at least thirty (30) working days before the installation.
2. A deposit and a permit fee must accompany each application. Applications lacking these payments will be rejected.

Deposit

Refundable deposit of \$500 from the contractor or applicant installing the banners is required. The deposit is refundable following the removal of all banners and hanging hardware within the specified time. If it becomes necessary for City Light and Power crews to remove banners, or repair damage caused by banners, such costs may be deducted from the deposit.

Permit Fee

(Link to Fee Schedule)



CITY OF LONG BEACH
OFFICE OF SPECIAL EVENTS AND FILMING
211 E. Ocean Boulevard • Suite 410 • Long Beach, CA 90802
Phone 562.570.5333 • FAX 562.570.5335



3. Please submit all applications to:

Special Events & Filming
City of Long Beach
211 E. Ocean Boulevard, Suite 410
Long Beach, CA 90802
(562) 570-5333 / Fax (562) 570-5335

Permit applications may be submitted by mail or in person and must be accompanied with fees.

INSURANCE

Contractors installing banners must provide acceptable evidence of the following insurance twenty (20) days before installation:

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. The event organizer, the City of Long Beach, and their officials, agents and employees will 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.

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 Administration and Risk Management Bureau at (562) 570-6714.

INSPECTION

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

BANNER ART

Banners will 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(s);
3. Any sale or use of alcohol or tobacco products; and
4. Any sale or use of illegal drugs or paraphernalia.

Banner Art will not give the appearance or impression that any commercial product or service is endorsed or recommended by the City or any of its agencies, departments, officers or employees. Banners are not to 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.



CITY OF LONG BEACH
OFFICE OF SPECIAL EVENTS AND FILMING
211 E. Ocean Boulevard • Suite 410 • Long Beach, CA 90802
Phone 562.570.5333 • FAX 562.570.5335



GENERAL RULES AND REGULATIONS GOVERNING STREET BANNERS

1. A sponsorship logo and/or company name may appear on the banners if a minimum of 75 percent of the banner contains the public event message and not more than 25 percent of the banner contains the sponsorship logo or company name. The letters in the copy will maintain the 3-to-1-size ratio and the permit application must contain a sketch or photograph of the banner copy before approval.
2. Banners may not be installed on traffic signal poles or in a way that obstructs a motorist's view or traffic control devices or street/traffic signs.
3. No permits, other than those permitted to neighborhood groups, will be issued for banners on street/traffic signs.
4. Neighborhood organizations are permitted to hang community banners within their residential areas. Permits will not be issued for less than one city block and must be installed, maintained and removed through a City licensed and insured banner contractor. Neighborhood organizations must follow all commercial policies regarding banners.
5. No banners or decoration will be attached to street trees. Banners should not be placed where they will damage street trees and installers may not trim or remove portions of street trees.
6. Based on availability we can adjust plans to your banner locations. We will not issue a permit for less than one city block. The request must be approved by the Special Events and Filming Office, as designated by the City Manager.
7. Permits will be issued for a period of no more than sixty-five (65) days. Permits granted for the advertisement of events will be granted for installation thirty (30) days prior to the event date and must be taken down five (5) days after the event date.
8. The banner may be lettered and will be of vinyl, nylon or cloth, and the banner 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 at least 35.5 inches wide at the top, 17.5 inches wide at the bottom and 141 inches long with a 115 receiver for each.
9. The banners or decorations will 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 will 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 with must be removed when banners are removed.
10. Applications for banners proposed to be attached to any private property (e.g., billboards or buildings) must be submitted to the Planning and Building Department for compliance with the City's sign ordinance. Applications for banners on private property will be processed by the Zoning Officer. Permission to install poles or other devices to hang banners in the public right of way must be obtained from the Department of Public Works prior to the issuance of a banner permit.



CITY OF LONG BEACH
OFFICE OF SPECIAL EVENTS AND FILMING
211 E. Ocean Boulevard • Suite 410 • Long Beach, CA 90802
Phone 562.570.5333 • FAX 562.570.5335

-
11. 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.
 12. Banners must not be installed that obstruct traffic signs, signals, or warning devices, such as, but not limited to, street name, parking limitations, speed limit, school, directional or route designation. 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.
 13. Banners will be installed so as not to reduce the illumination from the street light poles, nor interfere in any way with Street Lighting maintenance activities.
 14. Banners must be removed within twenty-four (24) hours of the expiration of the permit or no later than five (5) days after the event being advertised has occurred whichever is earlier.
 15. 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 is void;
 - 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, removal will be made by City Light and Power crews, and the contractor will be billed for work performed including direct charges and established overhead rates. Failure by the contractor to pay such charges within forty-five (45) days will result in the charges being collected from the posted security deposit.

16. Any damage to City Property because of banner installation will be assessed to the contractor responsible for installation of the banners.
17. Unless otherwise stated in the permit, the installation or removal of street decorations and/or banners will not take place between the hours of 7:00 a.m. and 9:00 a.m. and 3:30 p.m. and 6:00 p.m., Monday through Friday or between 10:00 p.m. and 6:00 a.m., Monday through Sunday. The City Manager or 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 when, in the City Manager's opinion, such variances are warranted.
18. 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. 7th Street, east of Pacific Coast Highway
19. These rules and regulation do not apply to seasonal decorations (other than banners) or to any sign or advertising matter lettered on the surface of any awning, provided the awning is attached to a building and is not less than eight (8) feet above the sidewalk level immediately below.
20. Any requests for deviations from the rules must be submitted to the Special Events and Filming Office in writing at the time of application and should contain a detailed explanation.