



Banner Permit Application

Washington Boulevard Overpass

Please take time to review the banner permit application and instructions **before** you begin completing the application form.

The City of Roseville is proud to have its residents and visitors host a variety of special events in order to enhance the lives of the community and contribute to the economic vitality of the City. The following pages include the City of Roseville's Banner Permit Application and instructions to help guide you through the permit process.

A completed Banner Permit Application can be returned at one of three recreation facilities:

Maidu Community Center
1550 Maidu Dr.
Roseville, CA 95661
(916) 772-7259, x4

Mahany Fitness Center
1545 Pleasant Grove Blvd
Roseville, CA 95747
(916) 772-7259, x3

Park & Rec Admin Office
316 Vernon St., Suite 400
Roseville, CA 95678
(916) 772-7529, x1

All special events are required to adhere to the requirements contained in Chapter 9.36 of the Roseville Municipal Code, which can be found online at www.roseville.ca.us in the **e-Services** menu.

For additional information please contact Kathleen Beedy at kbeedy@roseville.ca.us or (916) 774-5921.

**PLEASE ALLOW A MINIMUM OF 30 DAYS FOR THE PROCESSING OF THE
BANNER APPLICATION.**

INSTRUCTIONS

Completed Banner Permit Applications must be received no later than 30 days prior to the event start date and may be submitted as early as twelve months prior to the event start date.

PERMIT APPLICATION PROCESS

Once you have fully completed and submitted the Banner Permit Application and paid the application fee the special events coordinator will review the application. This may take approximately 10 business days.

*Note: Do not assume that the Banner request will be approved. Therefore, **you are encouraged not to make any arrangements for your Banner until approval from the city has been received.**

Throughout the Banner Permit Application Process you will be notified if your request requires any additional information, clarifications, etc. Delays in providing the requested items could delay the ability to complete the Banner Permit Application Process and approve a permit in a timely manner and could result in denial of the application.

FEES

Payments must be made by credit card or check or money order made payable to the "City of Roseville". Cash payments will not be accepted.

Banner Application Fee*	\$75	Due at application submittal
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*Banner Application Fee is waived with approved Special Event Application.

CANCELLATION

Should you, for any reason, need to cancel your Banner request, you must first notify the special events coordinator. Written notice of cancellation must be received prior to the banner installation date to receive a full refund. If notification is received AFTER the banner has been installed your Banner Application fee will not be refunded.

EVENT INFORMATION

Name of event: _____

Type of event *(check all that apply):*

Fun Run/ Walk _____ Festival/ Celebration _____ Outdoor Market/ Carnival/ Street Fair _____

Parade/ Procession _____ Concert/ Performance _____ Athletic/ Recreation _____

Commercial Event _____ Charitable Event _____

Description of event:

Event Date(s): _____

Event Location: _____

Have you held this event in the City of Roseville in the past? If yes, when _____

**Have you held this event in other cities and/or locations in the past?
If yes, where and when?**

PERMIT APPLICANT INFORMATION

Representative Name: _____

Name of Sponsoring Organization: _____

Mailing Address : _____

Organization web site: _____

Representative email: _____

Telephone Numbers: Organization: #1 _____ #2 _____

Representative: #1 _____ #2 _____

APPLICATION AGREEMENT

INDEMNIFICATION

Event sponsor agrees to indemnify and hold harmless the City of Roseville, its officers, agents, employees, and volunteers from and against any injury, damage, claims, actions or suits arising out of the special event, including those caused by the passive negligence of the parties being indemnified and/or any dangerous condition of property of the parties being indemnified, and further agrees to defend and indemnify the City of Roseville from and against any injury, damage, claims, actions or suits arising out of or connected with the special event.

Please read each statement. Initialing next to each statement indicates your understanding and agreement with the statement. Failure to comply with the terms and conditions of the Banner Policy may result in the Banner Application not being approved and/or the banner being removed immediately.

_____ Applicant agrees to pay all city department service charges specified in the Banner Permit Application.

_____ Event sponsor agrees to abide by all of the terms and conditions contained in the Banner Permit Application and Banner Policy.

_____ Applicant declares under penalty of perjury under the laws of the State of California that the information provided in this Banner Application is true and correct to the best of applicant’s knowledge. Applicant further acknowledges that the banner may not be installed or will be removed if already installed if this application contains any intentional misrepresentations.

_____ Applicant’s signature below signifies that applicant has read and understands ALL the rules and regulations outlined in the Banner Application and the Banner Policy.

Print Name: _____

Signature: _____

Date: _____

For Office Use Only

Application Submitted on: _____

Date Event was Approved/ Denied: _____

Timeframe for Banner: Install: _____ **Removal:** _____ **Pick-up:** _____

Notes:

BANNER POLICY FOR THE WASHINGTON BOULEVARD OVERPASS

PURPOSE

The purpose of this policy is to govern the use of banners displayed on the Washington Boulevard overpass on Atlantic Street, Vernon Street and Pacific Street

DEFINITION

A community special event is defined as an event or series of related events involving a subject matter of interest to a significant portion of the residents of the City of Roseville (“City”) that promotes civic pride in a local community within the City or for the City as a whole.

ELEGIBILITY REQUIREMENTS

Special Event Permit Applications or Banner Permit Applications requesting banner advertising on the Washington Boulevard Overpass will only be accepted for community special events which are not religious or political in nature. Private or invitation only events will not be considered for banner advertisement.

City special events and/or City partnership events have first priority. City special events and/or City partnership events are not restricted by the boundaries of the Historic District or Downtown Area stated herein.

Banners will only be considered for approval for special events that are scheduled to take place in the boundaries of Downtown Roseville, the Historic Old Town District and/or the Placer County Fairgrounds.

- ***Historic Old Town District:*** bordered by Washington Blvd., All America City Blvd., Lincoln St., and Pacific St.
- ***Downtown Area:*** bordered by Douglas Blvd., Vernon St., Lincoln St., Folsom Rd., and Park Dr.

APPLICATION FOR PERMIT

Banner requests for the Washington Boulevard Overpass must be submitted on a Special Event Permit Application with your special event or on a Banner Permit Application and be associated with a community special event. Banner Applications must be submitted at least 30 days prior to the date(s) being requested. Only one banner will be hung per application, per event.

TIME LIMITATIONS

Banners shall be hung no sooner than 14 days and no later than 10 days prior to the start date of the event. Banners will be removed approximately 7 days following the end date of the event.

Organizations are responsible for the delivery of their banner to the City at least 3 days prior to installation and are responsible for prompt retrieval of the banner after it is removed. Organizations may recover their banner Monday- Friday, during business hours, at the Parks, Recreation & Libraries office at 316 Vernon Street (4th floor). In the event an organization fails to pick up their banner within 15 business days following the conclusion of their event, the City has the right to dispose of the banner without liability to the organization.

BANNER CONTENT AND LANGUAGE

The City Manager or his/ her designee, shall have sole authority to approve or deny banner requests, including design, content, location and installation dates. Completed banners that do not contain the same language as stated in the Special Event Permit Application will not be hung.

Any banner which constitutes a traffic hazard due to glare shall be prohibited or moved to a different location. No banner may use the words “stop”, “look”, “danger”, or any other word, phrase, symbol, or character in such a manner as to interfere with, mislead or confuse traffic.

BANNER SPECIFICATIONS

Banners should be constructed of durable cloth or plastic materials which will easily withstand the natural elements. Paper, metal, wood or other solid materials which may be easily torn or separated from the banner or which could potentially cause damage to passing vehicles or pedestrians are prohibited.

Banners should be no larger than 14’ in length x 3’ in height.

Banners will be required to have a 3 ½” sewn in hem on both the top and the bottom of the banner to allow support poles to be inserted for installation.

Not meeting these requirements will prevent the banner from being hung.

BANNER INSTALLATION AND REMOVAL

The sponsoring organization shall be responsible for the cost of the banner and all City costs related to installation. Banners must be installed and removed by City staff only. The City will provide all materials and equipment necessary to install the banner. Any banner not installed by City staff will be removed immediately without notice and without liability to the person(s) who installed the banner in violation of this policy.

Only one banner per event will be considered for approval and installation.

On the Special Event Permit Application or Banner Permit Application the applicant will rank by order of preference the locations on the Washington Boulevard Overpass where applicant is requesting a banner to be installed. The City will make every attempt to honor the applicant’s first request, however if the space selected is not available the City will move on to the applicant’s second requested location, etc.

DEFECTIVE BANNERS

Any defect in a banner which could cause possible injury, damage to property or a traffic hazard, will be removed by the City without prior notification or liability to the organization. Organizations shall be responsible for the cost to repair any damage to City owned or private property that results from the hanging or suspension of defective banners.

LIABILITY

Banners are the property of the sponsoring organization. The City of Roseville is not responsible for the disappearance of or damage to banners from any cause including but not limited to wind, weather, theft, vandalism, or installation by city staff.

AMENDMENT, SUSPENSION AND INTEPRETATION

The City reserves the right to unilaterally amend or suspend this policy at any time and shall have the sole and final authority to interpret and apply this policy.

NOT A PUBLIC FORUM

In adopting this policy, it is the City’s declared intention and purpose to not permit banners that individually or in combination would cause the Washington Boulevard Overpass, or any real or personal property owned or controlled by the City of Roseville, to become a public forum for the dissemination, debate, and/or discussion of public issues.

BANNER LOCATION

Banners will be hung over the Washington Boulevard overpass on Atlantic Street and Vernon Street on either north or south bound side and will face on-coming traffic.