

**CITY OF PACIFIC GROVE
CITY COUNCIL POLICY**

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Display of Banners on Light Standards in Downtown Commercial District	100-11	May 19, 2010	1 of 2

I. PURPOSE

The purpose of this policy is to establish guidelines for the display of signs, flags, and banners on the Victorian streetlights that grace the downtown commercial district. Banners are an effective and aesthetically pleasing way of promoting a community event or special occasion, or just enriching the character and beauty of downtown Pacific Grove.

In conjunction with displaying banners, it is prudent to establish certain standards to ensure that such things as size, color, design, content, scheduling, and duration of banner display reflect the character and qualities of Pacific Grove.

II. POLICY OF THE CITY

1. The size of the banner displayed shall not exceed 5 feet in length or 24 inches in width and must accommodate the banner arm and hardware (a minimum of 2 3/8 inches in diameter).
2. The length of time for banners to be displayed shall not exceed 30 days. Banners will be removed within 72 hours after the event regardless of whether or not the 30 maximum display period has expired.
3. Banners will be accepted for the following organizations, events, and activities in descending order:
 1. City events/activities
 2. City co-sponsored events/activities
 3. Event/activities within the city limits of Pacific Grove
 4. Events/activities not within the city limits of Pacific Grove, but that benefit or support the City
4. Banners shall not display a company logo, trademark, commercial advertising, or political message.
5. A fee to recover the cost of installing and removing the banners by City of Pacific Grove employees or an agent of the City shall be established and reflected in the Master Fee schedule. City events, City co-sponsored events, and non-profit organizations within the City of Pacific Grove are exempt from this fee.
6. An application to display banners shall be completed by all organizations and submitted to the City Manager for review and approval not fewer than 30 days before the first day of display. The application shall include a rendering of the banner showing proposed colors and text. The submittal schedule will allow adequate time to review the proposal and plan for installation of the banners.

7. Banners approved for display shall be delivered to the Public Works Corporation Yard not fewer than 5 working days before the first day of display.
8. The City Manager shall be responsible for maintaining a calendar of days scheduled for banner displays.
9. The applicant/organization shall indemnify, defend, and hold the City of Pacific Grove harmless from any claim or action due to theft, vandalism, damage, or loss of banners, or to any harm, injury, or loss that may result, due to any cause whatsoever while on display. The City may require written confirmation of the hold harmless provision.
10. The City Manager may grant exemptions to one or more of the above standards for events of special significance.
11. No poster, handbill, notices, announcements, or similar devices shall be posted on the metal of a streetlight post. No exceptions to this restriction will be granted.
12. Approval under this Policy may be revoked by the City Manager, at any time, with or without cause. Notice of revocation shall be provided as soon as possible to the affected applicant/organization, but delay in delivery of notice shall not affect the City's ability to remove any banner.

Adopted by Minute Motion: December 19, 1996

Note: Originally adopted and amended in 2010 as Policy 000-15
Amended May 19, 2010 by Resolution #10-037