

PERMIT NO. \_\_\_\_\_

## **BANNER PLACEMENT PERMIT CITY OF LONGVIEW**

APPLICATION MUST BE MADE A MINIMUM OF 30 DAYS PRIOR TO PLACEMENT

**SPONSORING AGENCY**

Date \_\_\_\_\_

SPONSOR \_\_\_\_\_

CONTACT \_\_\_\_\_

ADDRESS \_\_\_\_\_

PHONE \_\_\_\_\_

**TYPE OF USE (See Attached For Banner Requirements)**

Large Banner

Height \_\_\_\_\_ Width \_\_\_\_\_ Material \_\_\_\_\_

(Indicate Message & Design of Banner on Page 4)

Small Banner

Number of Small Banners \_\_\_\_\_

Height \_\_\_\_\_ Width \_\_\_\_\_ Material \_\_\_\_\_

(Submit Drawing(s) of Message & Design of Banner(s) on Separate Page)

**LOCATION OF BANNER PLACEMENT (See Attached For Permitted Locations)**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**DURATION OF PLACEMENT (30 Day Maximum Duration)**

FROM: \_\_\_\_\_

TIME	DATE
_____	_____

TO: \_\_\_\_\_

**CITY ASSISTANCE REQUESTED**

All Banners attached to public facilities must be placed and removed by City staff. A \$25 Non-refundable service charge to be paid upon permit approval is required. The sponsor is required to deliver the approved banner and 100 feet of 1/4" or 3/8" rope (cotton or sisal) to the City a minimum of five working days prior to the date of placement and picked up within five working days of its removal. Any banners found to be in violation of their permit, will not be placed, the permit will be voided and the service charge not refunded.

**REVIEW AND RECOMMENDATION**

Forward to Engineering Department within 48 hours.

	Initials	Date	Comments
P.W.	_____	_____	_____
Plg & Bldg	_____	_____	_____
Parks	_____	_____	_____
Traffic	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

**APPROVAL OR DISAPPROVAL**

Approve      Disapprove

\_\_\_\_\_  
Public Works Director

\_\_\_\_\_  
Date

**SPECIAL ACKNOWLEDGMENT , RELEASE AND AGREEMENT  
OF INDEMNITY FOR STREET USE OF BANNER PLACEMENT**

It is fully understood and acknowledged by the undersigned that the \_\_\_\_\_

\_\_\_\_\_

sponsored by \_\_\_\_\_

will be conducted along public streets and across street intersections.

We understand that banners can not contain any form of commercial advertising, political, religious content and/or solicitation. Any deviation once the permit is approved, must be resubmitted for review and approval by the City of Longview. Banners found to be in violation of the approved permit will not be placed, the permit voided and the service charge not refunded.

With full knowledge of these matters, the undersigned, as sponsor, hereby releases and absolves and agrees to indemnify the City of Longview, Washington, its officers, employees and agents, from and against any and all claims of whatever nature arising by reason of participation in the aforementioned event, including injury or death to such participant.

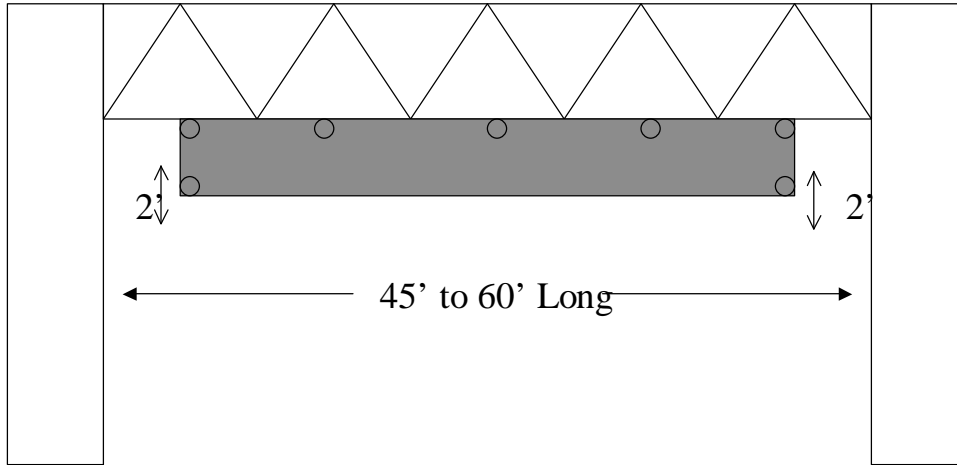
Date: \_\_\_\_\_

Name of Sponsor: \_\_\_\_\_

Address of Sponsor: \_\_\_\_\_

Signature of Authorized Agent: \_\_\_\_\_

**BANNER REQUIREMENTS**  
**NICHOLS BLVD. LOCATION**



Banner can be 45 to 60 Feet Long  
(45 feet curb to curb & 60 feet pole to pole) and up to 2' high  
Grommets on each corner and spaced not more than  
48 inches apart along the top

100 Feet of 1/4" or 3/8" Rope (Cotton, Sisal, Manila/Hemp)  
to be provided by the Sponsor

\$25 Non-refundable Charge For Placement & Removal By City Staff

**DESIGN OF PROPOSED BANNER**

Provide Dimensions, Message & Color Content

A large empty rectangular box provided for the design of the proposed banner, including dimensions, message, and color content.

## BANNER REQUIREMENTS

### Applicant Qualifications:

Fraternal, Charitable, Civic or Veterans' Organizations

### Message Purpose:

To bring awareness to civic/community events

### General conditions for banners are:

- It shall not detract from or hide an important traffic message.
- It shall not distract a driver at a dangerous location.
- Most light and signal poles are not designed for lateral stresses, and therefore will not be allowed to support banners.
- Identify what the proposed banner is made of and address if wind will pass through it or if it is completely impervious to wind.

Acceptable Locations For Large Banners: At this time, the only location where banners are allowed is the large sign structure in front of St. Rose Church on Nichols Boulevard. Any other location will require a structural engineer to analyze and assure its ability to withstand the additional loading and will be in accordance with the general conditions stated herein.

Acceptable Locations For Small Banners: The City has already permitted the Longview Downtowners to place banners in the Central Business District year round on existing brackets attached to light poles. The City requires that requests for use of these locations be submitted to and approved by the Longview Downtowners, prior to a request being submitted to the City of Longview. Any other locations for Small Banners shall be reviewed by City staff. The sponsor of such new locations shall be required to participate in the cost of installing the necessary brackets.

Banner Placement Permit Application: All placement of banners within the City of Longview's right-of-way are subject to review and approval by the City through its Banner Placement Permit Application process. All applications must be received a minimum of thirty days in advance of the planned placement. A longer lead time will be necessary for first time requests to assure approval prior to the event. Longview Municipal Code No. 12.04.070 states that all banners must be placed and removed by City staff. A non-refundable charge of \$25.00 will be required for these services. Banner placement duration will be limited to thirty days.

Commercial Advertising, Political, & Religious Content and/or Solicitation Prohibited: LMC 11.40.070 prohibits advertising (including commercial logos), and solicitation within the public right-of-way. In an effort to eliminate public controversy, all political and religious content and/or solicitation will be prohibited.