



BANNER PERMIT APPLICATION

Organization Name: _____ Telephone: _____

Contact Name: _____

Applicant's Address: _____ City _____ State ____ Zip _____

Applicant's Email: _____

BANNER LOCATION: (circle one) Fourth Street Livermore Avenue Pole Banners - qty _____

REQUESTED DATES: _____ ESTIMATED REMOVAL DATE: _____

EVENT DATE(S): _____

Fees

- Banner - each banner \$835.00
- Pole Banner \$91 for each banner.

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I have acknowledged to provide banner(s) conforming to the enclosed specifications at least 14 days prior to the approved installation date of the banner(s). If a banner does not meet the specifications at drop off, the City may cancel your reservation.

Banners are to be delivered to the Permit Center at 1052 S. Livermore Avenue, Livermore, CA 94550, Monday – Thursday 9:00 AM – 4:00 PM.

Your banner must be non-commercial or associated with a civic, community, educational, or cultural event.

Describe how it meets one of the above requirements.

Updated 10/2023

Community Development Department
1052 South Livermore Avenue
Livermore, CA 94550
www.LivermoreCA.gov

phone:
CA Relay:

(925) 960-4410
Dial 711

Street Banner Specifications

- (1) The banner material must be **13-ounce woven vinyl fabric with wind relief holes**. The text and graphics must be permanently adhered to the surface of the fabric, except when small interchangeable panels are used, which firmly attach with Velcro.
- (2) The maximum size shall be 3 ft by 30 ft (minimum 3 ft by 25 ft).
- (3) A sewn-in sleeve with rope inside shall be provided across both the top and bottom edges of the banner. Provide a minimum of **80 feet of ½"-diameter nylon rope inside each rope sleeve**.
- (4) The banner must be noncommercial and associated with a civic, community, educational, or cultural event.
- (5) Banner must have ½"-3/4" Grommets at 5' spacing across the top and bottom. (this is used to hang banners on steel cable with carabiners)

Pole banner specifications

- (1) The City has installed KBW Banner Flex brackets on many street lights in the Downtown. The Applicant is responsible for providing banners that are suitable for hanging on these brackets. The City is not responsible for any damage or vandalism to banners, unless damage is caused by City or its contractor during the installation or removal of the banners.
- (2) Existing brackets can accommodate two banner sizes, 30"x60" and 30"x96".
- (3) A minimum 3" double-stitched sewn-in sleeve shall be provided across both the top and bottom edges of the banner along with ¾" grommets on top and bottom.
- (4) Banners must be **non-commercial**.
- (5) All other street banner requirements apply to the pole banners.
- (6) The banner material must be 14-18 oz. vinyl material.
- (7) Each banner must have a design on both sides.