

**CITY OF MADERA,  
SUCCESSOR AGENCY TO THE FORMER MADERA REDEVELOPMENT AGENCY  
FACILITY USE AND RESERVATION POLICY  
CROSS-STREET BANNER POLICY & GUIDELINES**

1. **TO BE SIGNED AND SUBMITTED AS PART OF THE APPLICATION PURPOSE:** This policy is adopted to establish the procedures and criteria for display of banners from City-owned brackets and City-owned poles, and across-streets.
2. **POLICY:** It is the policy of the City of Madera that banners on City-owned brackets on City-owned poles shall promote the aesthetic beauty and general welfare of the City of Madera and may, incidentally and subject to the criteria set forth in the policy, serve to announce special events of general public interest. By constructing and maintaining banner display facilities, the City has not created a public forum for the exercise of free speech or other constitutional rights.
3. **LENGTH OF EXPOSURE:** A request by any one organization to display a banner at a location will normally be approved for a maximum of two weeks; provided, that the approval may be extended one additional week, at no additional cost if no other organization has requested approval of a banner at the same location for the additional requested week. Early removal of the banner for any reason including wind damage will constitute the end of the hanging period. Banners shall be installed and removed on Mondays. Exceptions will be made when holidays occur on Mondays only.
4. **APPLICATION PROCESS:** The Madera District Chamber of Commerce (“Chamber”) is the initial contact for reserving dates for hanging a banner in the City of Madera. The Chamber will reserve dates only after an application has been submitted. Submission of an Application to hang a banner does not guarantee that the Applicant’s desired date(s) for hanging a banner will be accommodated. Applications shall be submitted at least four weeks in advance of the desired display date. Applications must state the name of the organization and contact person, date of installation and removal (14-day limit), and a detailed design showing the banner layout and desired colors. The applicant should not start banner construction until receiving design approval by the Chamber. Requests are granted on a first-come, first served basis. Applications will be accepted six months prior to the desired hanging date. Banner applications that are submitted consecutively (more than two years in a row), will have first priority. If there is a conflict AFTER a proper application has been received, for unusual situations, applicants may request Executive Director review of the Chamber of Commerce’s decision on any application. All decisions will be final.

A fee shall be charged, which is representative of the City’s estimated costs associated with the installation/removal of banners. A non-refundable application fee of \$25.00 must be received with the application. The remainder of the fee for hanging and removal of the banner must be paid no later than 14 days prior to the date the banner will be hung.

5. **INSURANCE REQUIREMENTS:** Sponsoring organizations wishing to place Cross-Street banners must carry a \$1 million General Liability insurance policy naming the City of Madera, Successor Agency to the former Madera Redevelopment Agency, and the Madera District Chamber of Commerce as an additional insured. A copy of the insurance certificate must be filed with the Chamber of Commerce on or before final payment deadline.
6. **APPROVAL CRITERIA:** Banners that refer to an event shall only be accepted by the Chamber of Commerce for display if the event (1) occurs within the City of Madera [unless the City Council determines that an event held outside the City of Madera has significant benefit to the City of Madera], (2) is for a civic or educational purpose, (3) is sponsored by a promoter which is a not-for-profit organization, and (4) is open to the public on a non discriminatory basis.

The Chamber shall not approve a banner that either in English, or by means of foreign or slang words or phrases, by use of phonetic, numeric or reverse spelling, or by being viewed in mirror image, would have the effect of alarming, threatening, offending or misleading a reasonable person in that the banner:

- Refers to intimate bodily parts or to sexual or excretory acts or functions;
- Refers in an alarming or offensive manner to a person or class of persons on the basis of race, color, gender (including pregnancy), ethnic heritage, national origin, age, disability, political affiliation, religion, sexual orientation, veteran status, or other characteristic;
- Pertains or refers to illegal activities

The Chamber may use any reliable lexicological source to determine the meaning of any word, symbol or phrase.

When reviewing a banner or proposed banner, Chamber staff need not consider the promoter's subjective intent or declared meaning.

A banner may be displayed only to announce an event.

- The name of the event shall be printed in the largest boldest type.
  - The location and date shall be printed in a type size smaller than that of the event.
  - The name and/or logo of the organization sponsoring the event may be displayed in a type size smaller than that of the location and date.
  - Then name and/or logo of any commercial sponsor of the promoter's event may be displayed in a type smaller than all other displays on the banner.
  - Other messages or statement are strictly prohibited.
7. **CONSTRUCTION OF BANNER:** Street banners shall be from 30 to 40 feet in length. The banner width shall be 3 to 4 feet. The weight of the banner shall not exceed 180 lbs. The banner must be made from a minimum of 16-ounce woven vinyl fabric (with block out layer) with 2 rows of wind relief cuts, every 4 foot on center (8 inches x 8 inches, horseshoe cut). The text and graphics must be permanently adhered to/printed on the surface of the fabric, except when small interchangeable panels are used, which firmly attach with Velcro. The bottom and top edge of the banner shall have a double-stitched sewn-in sleeve with a ½ inch nylon strap ran through it. The strap shall double back and be sewn for at least six inches leaving a three-inch loop at all four corners. Each corner shall be **quadruple stitched** for 1 foot from each corner and across the support lines. The top of the banner shall have 3/8" grommet holes (large grommets) below the rope, spaced 15 inches, center to center, across the entire banner. The minimum of 85 feet of ½" diameter rope shall be sewn into each sleeve. Contact the chamber office at 559-673-3563 to discuss banner construction.
8. **INSTALLATION AND REMOVAL:** The Chamber of Commerce through the Successor Agency to the former Madera Redevelopment Agency shall have banners installed and removed. The banner to be installed should be delivered to the Chamber of Commerce no later than one week prior to the installation date. Banners are to be picked up from the Chamber no later than one week after removal date. The Chamber of Commerce is not responsible for banners not picked up within the one-week time frame. It is possible that weather conditions could delay banner hanging or removal. If this occurs no fees will be refunded unless conditions do not allow the banner to be hung at all.

*I understand and agree to the above stated guidelines and policies.*

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Applicant/Responsible Party

**APPLICATION FOR BANNER DISPLAY**

Organization Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

Daytime Telephone Number: \_\_\_\_\_ Cell: \_\_\_\_\_

Proposed Event /Activity: \_\_\_\_\_

Email Address: \_\_\_\_\_

Delivery Date for Banner: \_\_\_\_\_

**(Banners are to be delivered to the Chamber of Commerce a minimum of one week prior to install date. The Chamber of Commerce is located at 120 North E Street)**

Install Date: \_\_\_\_\_ Removal Date: \_\_\_\_\_

Banners are to be picked up no later than one week after removal date (Date: \_\_\_\_\_).

Was Banner displayed last year?    Yes    No

Banner Design Attached?              Yes    No

Insurance Certificate Attached?    Yes    No  
(Must be received with application or final payment)

Release of Liability                      Yes    No

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**OFFICE USE ONLY**

Design Review Approved?              Yes    No                                      \_\_\_\_\_Initials

Comments: \_\_\_\_\_

Banner Construction Approved?      Yes    No                                      \_\_\_\_\_Initials

Comments: \_\_\_\_\_

Receipt of Signed Guidelines?        Yes    No                                      \_\_\_\_\_Initials

Receipt of Insurance Policy?          Yes    No                                      \_\_\_\_\_Initials

\_\_\_\_\_ Date Application Received

**REVISED 5/19/2020**