

# Street Banner Permit Application

City of Caldwell  
*Debbie Geyer, City Clerk*  
 411 Blaine Street  
 Caldwell, ID 83605  
 Phone: (208) 455-4656  
 Fax: (208) 455-3003  
 Website: cityofcaldwell.com



The following information must accompany this application:

- 1) Initialed acknowledgement page included with this application.
- 2) Copies of Public Liability and Property Damage Insurance. (Note the insurance coverage requirements included with this application.)
- 3) Application fee (if applicable).

**NOTE:** Banner should only be delivered to the Street Department after approval of this application has been given and the banner has been reviewed by your contracted sign provider for compliancy.

**Requested location(s) of banner(s):**

	10 <sup>th</sup> & Elgin
	2 <sup>nd</sup> & Cleveland
	22 <sup>nd</sup> & Cleveland
	2500 Blaine

Event as listed on the banner: \_\_\_\_\_

Sponsoring Organization: \_\_\_\_\_

**Check one:**

Public emergency event: \_\_\_\_\_

City sponsored event: \_\_\_\_\_

Other government agency sponsored event: \_\_\_\_\_

Non-profit organization event: \_\_\_\_\_

For-profit organization sponsored event: \_\_\_\_\_

Requested dates: From \_\_\_\_\_ To: \_\_\_\_\_

Applicant's Name: \_\_\_\_\_

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

Phone: \_\_\_\_\_ Cell: \_\_\_\_\_

Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Resolution No. 12-03  
*Approved by City Council February 3, 2003*  
*Revision approved by City Council February 17, 2009*

WHEREAS the City of Caldwell, Idaho, by request, installs and posts over-the-street banners for promotion and announcement of public events; and

WHEREAS the installing and posting of said banners requires the staff of said City to expend time and utilize equipment; and

WHEREAS the commitment of time and equipment may diminish the ability of the staff of said City to perform essential duties and services; and

WHEREAS the failure of any component of the banners, including cables, ropes and supporting structures constitutes a liability risk to said City; and

WHEREAS the establishment of terms, conditions, procedures and fees for the posting of said over-the-street banners is in the best interests of said City;

BE IT HEREBY RESOLVED by the Mayor and Council of the City of Caldwell, Idaho, that the terms, conditions, procedures and fees for the posting of over-the-street banners in public right-of-way by the staff of said city shall be as follows:

1. Use of city streets and utility poles for the posting of banners is not a public forum, or is a limited public forum, and shall be used only to alert the public of coming public events. The posting of banners is a non-essential service, shall be considered a privilege and not a right and said city may refuse to post any and/or all banners as it shall deem proper at any time. Said city may also refuse to post banners for the following reasons:
  - a. The banner exceeds thirty-six (36) inches in width;
  - b. The banner contains more than the name, time, and place of an event and an organization or company logo;
  - c. The banner is determined by the Street Superintendent or City Engineer to be unsafe to other users of the right-of-way or distracting to the driving public;
  - d. There is insufficient staff, staff time or available equipment to post or remove banners;
  - e. The banner refers to an event or assembly of persons held contrary to local, state, or federal law;
  - f. The banner is used exclusively to promote for sale products or services except as part of a public event;
  - g. Banner locations and times of posting are previously committed;
  - h. Banner locations and times of posting are required by a higher priority user.
  
2. The priority of user, from highest to lowest, is as follows;
  - a. Public emergency event;
  - b. City sponsored event;
  - c. Other governmental agency sponsored event;
  - d. Non-profit organization sponsored event;
  - e. For-profit organization sponsored event.

3. All parties requesting the posting of a banner are required to enter into an agreement to indemnify said city for any and all liability arising from the posting and removing of the banner including, but not limited to, material or equipment failure, and to provide an insurance binder to secure said agreement provision.
4. All Parties, except government and non-profit entities, shall reimburse said city a minimum fee of four hundred dollars per banner (\$400/ea) for the posting of and removing of a banner.
5. No banner may remain posted for longer than fourteen days.

Basic Banner Specifications  
Caldwell Street Department

**NOTE TO APPLICANT:** Please forward this portion of the application to your contracted sign provider for compliancy with these specifications. Banners which do not comply with these standards will not be posted.

Material Weight: 18 ounce or heavier

Maximum "Sail" Dimension: L=30 feet by W= 3 feet

Banner construction/Characteristics:

1. **Wind pockets:** 6 inch half circles (or larger) in a V or W formation across length of banner.
  - a. Spacing of wind pockets no less than 2 feet apart
2. **Grommets:** Large enough to accommodate 5/8 or 3/4 inch cable snap.
  - a. Spaced between 1 and 1/2 to 2 feet apart.
3. **Sewn in rope:** Rope must be sewn into the top and bottom of banner yet not fixed or sewn to it.

**Rope characteristics:** The type of rope and gauge are **Manila (1/2 in minimum)** or **Polypropylene (plastic/yellow 3/8" min)**. Rope must extend 3-5 feet (min. /max.) on each side of banner (both top and bottom).

**Additional Note:**

\*Please keep in mind that the required clips to hang the banners need to loop around the rope, the banner, the eyes (grommets) and the cable (approx 3/8 in.) that it will attach to.

\*Ends of cut rope must be taped, glued, or melted to keep from fraying apart.

4. **Cable snaps:** Cable snaps are to be non-brass and should be 5/16". They must be able to pass through the eye (grommet) of the banner and span around sewn in rope, and 3/8 inch cable if using Snap Link type. If using Double-end Bolt snaps... it is required that the snap pass through the grommet and be able to span around the rope.
5. **Tape:** Customer should provide black electrical tape (One roll for up to three banners.)

BANNER SAIL CONSTRUCTION & CHARACTERISTICS  
DETAILED AND EXPLANATORY

1. **MATERIAL WEIGHT AND DURABILITY:** The banner sail (where advertising is printed on) must be constructed of **18 oz.** material or heavier. Preferably heavier.
2. **SIZE:** Maximum allowance for the size of the sail is **30** feet long by **3** feet wide.
3. **WIND POCKETS :** Wind pockets are U-shaped cuts that allow wind to pass through the banner. Wind pockets are required in all banners to be hung in Caldwell. These wind pockets are to be no

smaller than 6 inches. They must be spaced no more nor less than 2 feet apart configured in a kind of "W" (three foot banners) or "V" (two foot banners) formation across the banner. This will provide sufficient flow of air, yet allow you to advertise with as little possible disruption which will happen on windy days.

4. **GROMMETS (BRASS EYES) FOR CABLE SNAPS** : Grommets are required at the top of the banner(s) and must be large enough to accommodate a 5/8" or 3/4" cable snap. These grommets must be spaced 1 ½ feet to 2 feet apart.
5. **ROPE** : Rope for the banners must be sewn into the banner **both top and bottom**. By sewn in, we mean that the rope should be lapped by the material the banner is constructed of and sewn as if to create a solid "sleeve" through out the length of the banner. **The rope should not be sewn solid to the banner. This is because it needs to be allowed to flex and slip and so the rope will be allowed some stretching as the banner moves under heavy wind load.**

The type of rope and gauge are **Manila (½ in minimum)** or **Polypropylene (plastic/yellow 3/8" min)**. Please keep in mind that clips required to hang the banners need to loop around the rope, the banner, the eyes (grommets) and the cable (approx 3/8 in) it will attach to.

Rope must extend 3-5 feet (min./max.) each side of banner, both top and bottom. These "tails" are how the banners maintain their position, centering and visual integrity on the cables, as well as avoiding flipping or wrapping in high wind conditions.

6. **CABLE SNAPS** : The acceptable types of snaps are **snap-link** or **double-end bolt**. These may be available from the establishment you purchased the banner, D&B supply or any hardware store. Cable snaps are to be non-brass and should be 5/8" or 3/4". They must be able to pass through the eye (grommet) of the banner and span around sewn in rope, and 3/8 inch cable if using Snap Link type. If using Double-end Bolt snaps... it is required that the snap pass through the grommet and be able to span around the rope. When using the double end-bolt, one end attaches to the banner, the other attaches to our cable.

**\*Note:** It's typical to use the Snap-Link type of clip, but in some applications a double-end bolt could be used.

7. **ELECTRICAL TAPE** : Electrical tape is a vital asset to securing the rope to the cable and the rope to it's self. It is needed for binding rope ends/knots to prevent slippage and untying. One role of black electrical tape will do three banners. Customer: please supply the appropriate quantity each time you have a banner or banners put up.

# Acknowledgements

Applicant's Initials	
	<p><b>PUBLIC LIABILITY AND PROPERTY DAMAGE INSURANCE:</b></p> <p><i>Applicant shall obtain general public liability coverage (not less than \$500,000 for each individual, \$1,000,000 for each occurrence and \$500,000 property damage.) The policy shall name and protect the applicant and the City of Caldwell against all claims, losses, actions, or judgments for damages or injuries to persons or property arising out of, or in connection with the street banner request.</i></p> <p><i>Applicant shall provide a certificate of insurance at time of application submittal indicating the City of Caldwell as the <b>certificate holder and the additional insured</b> with respect to the street banner.</i></p> <p>Applicant understands the Public Liability and Property Damage Insurance requirement has provided the required insurance documents as stated above as an attachment to this application.</p>
	<p><b>RESOLUTION NO. 12-03:</b></p> <p>Applicant has read through the attached Resolution No. 12-03 accompanying this application and understands the terms and conditions as outlined.</p>
	<p><b>COMPLIANCE WITH LAW:</b></p> <p><i>City shall not be liable to Applicant for any damages associated with the banner, and the Applicant waives <b>any and all</b> claims against the City for damage to any person or property for any cause related in any way to the banner, including, but not limited to, liability arising from the posting and removing of the banner, or from material or equipment failure.</i></p> <p><i>Applicant shall defend and hold City harmless from any and all claims or damages arising out of any damage to any person or property associated with the said banner on or about the public right-of-way, including but not limited to liability arising from the posting and removing of the banner, or from material or equipment failure.</i></p> <p><i>Applicant's obligation under this section to defend, indemnify and hold the City harmless shall be limited to the sum that exceeds the amount of insurance proceeds, if any, received by the City from Applicant's insurer.</i></p> <p>Applicant understands the Compliance with Law statement and concurs accordingly.</p>
	<p><b>APPLICATION FEE:</b></p> <p>All parties, except government and non-profit entities, shall reimburse said city a minimum fee of four hundred dollars per banner (\$400 each) for the posting and removing of each banner.</p> <p>Applicant has attached the appropriate fee with this application.</p>
	<p><b>BANNER REVIEWED BY SIGN MAKER:</b></p> <p>Applicant has provided a copy of the Basic Banner Specifications portion of this application to the contracted sign provider and understands that ALL specifications must be followed as outlined or the banner will not be posted.</p>

I acknowledge that I am the applicant referenced in this Banner Permit Application. I further acknowledge that I have ready, understand, and am in compliance with all the standards, terms, and requirements listed within this document.

Signature of Applicant \_\_\_\_\_

Date \_\_\_\_\_

**IN OFFICE USE ONLY**

Street Department Supervisor

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

Application Approved: \_\_\_\_\_ Application Denied: \_\_\_\_\_

Locations approved:

	10 <sup>th</sup> & Elgin
	2 <sup>nd</sup> & Cleveland
	22 <sup>nd</sup> & Cleveland
	2500 Blaine

If denied, state reasons:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\*\*\*\*\*

City Clerk Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**CHECK LIST FOR CITY CLERK**

Completed Application Received with Acknowledgement Page: \_\_\_\_\_

Application Fee Received: \_\_\_\_\_

Proof of Insurance Coverage Received: \_\_\_\_\_

Banner Diagram Received: \_\_\_\_\_

Permit Number: \_\_\_\_\_