

City of Monrovia

Banner Information

Definitions

- **Street Banner** – These are large banners that stretch across Myrtle Avenue from a tall banner pole on the west side to a tall banner pole on the east side of the street.
- **Pole Banner** – These are smaller banners that are mounted on individual street light standards (poles) in the Old Town area.

Street Banners

Three sets of poles are available for street banners. They are located on Myrtle Avenue at the following locations:

- Olive Avenue
 - Huntington Drive
 - Foothill Boulevard
1. Banner Size: The total surface area that will contribute to wind resistance shall not exceed ninety (90) square feet. Hole or flaps to reduce wind resistance must be used. See specifications.
 2. Method of support will be cable snaps and end ropes per specifications. Displays other than banners will require special approval.
 3. The City will not install lighted decorations on the support cable.
 4. Connection to electricity at the poles is not available.

Pole Banners

Many, but not all, street light standards in Old Town have mounting brackets for these banners.

1. Banner Size: 18" wide by 37-3/4". These measurements must be followed exactly or the banner will not hang correctly! See specifications.
2. Mounting: Straight side mount between two arms extended from the standard, parallel to the ground.
3. Connection to electricity at the poles is not available.

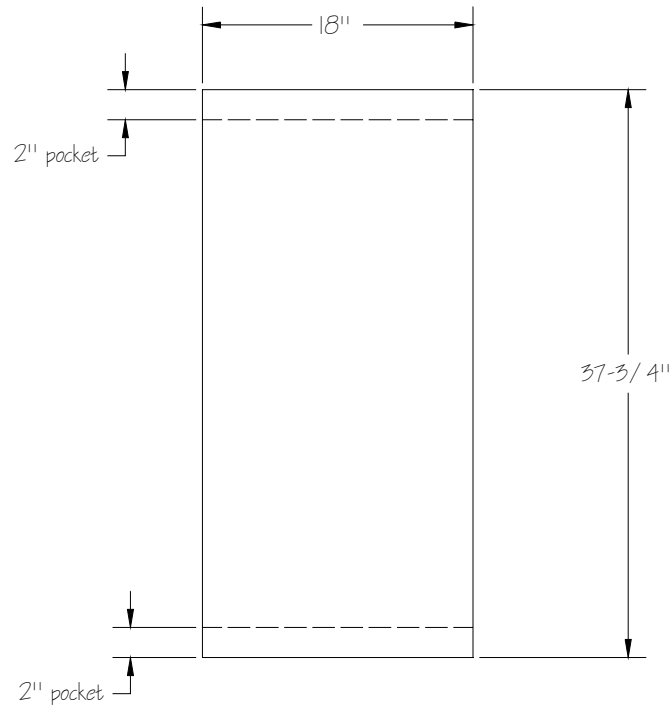
City of Monrovia

Banner Regulations

1. The use of banners is limited to City of Monrovia community-based service organizations.
2. Each organization requesting use of the banner poles must fill out an application form and file it with the City of Monrovia Public Works Department at least thirty (30) calendar days prior to the requested date of installation for the event.
3. Each organization must carry liability insurance in the amount shown on the application form.
4. A Liability Insurance Certificate naming the City of Monrovia as additionally insured in the amount of \$1,000,000 must be on file at least five business days prior to banner installation.
5. Permission to use the poles will be on a priority schedule based on the filing date of the application.
6. Pole banner locations are available for publicity along Myrtle Avenue and some side streets in the Old Town area. They may be requested for use separately or at the same time that separate application is made for street banners. Criteria for eligibility to publicize using pole banners shall be the same as for the street banners.
7. The City will not be responsible for any banner not picked up within 48 hours of removal notification. The Contact Person will be notified by phone or e-mail that the banners are available for pickup as soon as they have been returned to the Public Works office.
8. City staff will provide installation of the banner(s). There is no charge for this service.
9. If any banner is damaged by wind or other factor, it will be removed from the poles and the organization will be notified to pick up the banner. Reinstallation will be made only after re-filing an application form with the City.
10. No repairs will be made to any banner by City staff. Repairs are the sole responsibility of the banner owner.
11. If, in the opinion of the Monrovia Public Works Department, any of the materials provided by the organization (including banner, ropes, swivel snaps, etc.) are not safe, or do not meet specifications, the organization will be notified and the banner will not be installed until necessary repairs are made.
12. Installation date or time may be affected by weather conditions or unforeseen events. The City is not liable for any loss caused by a delay in the installation of banners or a reduction in the display time.
13. The Public Works Administrative office is located at 600 S. Mountain Avenue. Business hours are Monday through Thursday, 7:00 a.m. to 6:00 p.m.

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Pole Banner Specifications



(Fig. 1)

These measurements must be followed exactly or the banner will not hang correctly!

1. Permission to publicize using pole banners will be on a priority schedule, based on the filing date of the application.
2. Banners may be displayed for 15 calendar days prior to the event, and City staff may remove them immediately after the conclusion of the advertised event.
3. The City of Monrovia and the Old Town Merchants Association may display pole banners for publicity when locations are not otherwise scheduled for use.

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Street Banner Specifications

<u>BANNER:</u>	Print:	One or both sides
	Size:	30'-0" x 3'-0"
	Material:	PVC coated polyester scrim, white color Minimum 13 oz. , 1000 x 1000 denier
	Finish:	1" minimum hem with webbing all 4 sides, and reinforced over laminated corners

ATTACHMENT SPECIFICATIONS:

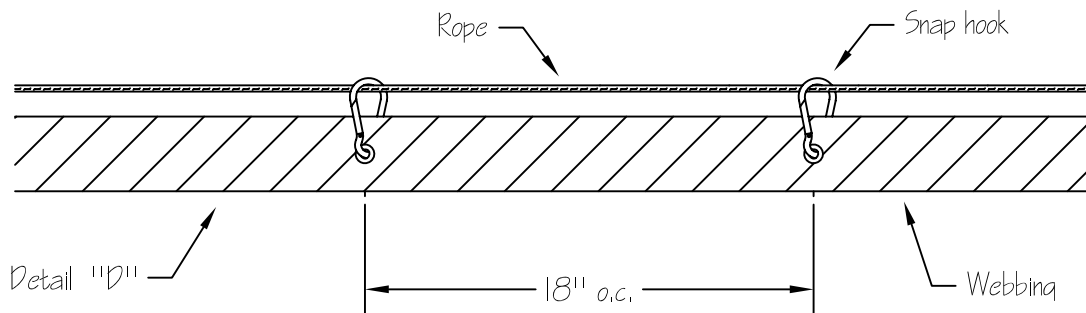
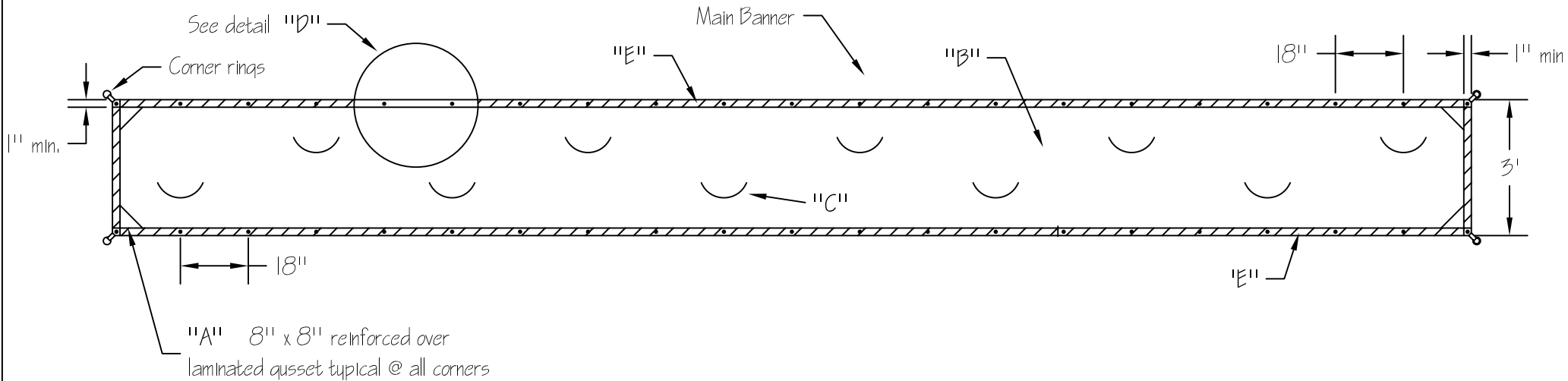
(For 30 ft. main banner)

3/8" I.D. metal grommets on top & bottom hems @ 18" o.c.
Metal corner rings, minimum size 1-1/2" I.D.

City of Monrovia

Street Banner Specifications

MAXIMUM SIZE: 30' X 3'



Construction

- Reinforced over laminated corner gusset (minimum 8") in ALL corners.
- PVC coated polyester scrim, white color, minimum 13 oz., 1000 x 1000 denier.
- Wind flaps (10 ea.) @ 8" diameter, equally spaced along alternating lines as shown.
- 3/8" i.d. metal grommets sewn into hem on 18" centers for full length.
- Finish hem (minimum 1" wide) with webbing on four sides.