PERMIT NO. _____

BANNER PLACEMENT PERMIT
CITY OF LONGVIEW

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

SPONSORING AGENCY

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)

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<th>TIME</th>
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<td>FROM:</td>
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<td>TO:</td>
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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.

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<th>Initials</th>
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<td>Plg &amp; Bldg</td>
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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
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.