



Public Works Department
(415) 435-7354 www.townoftiburon.org

BANNER APPLICATION---REQUIRED ITEMS TO APPLY FOR A BANNER TO BE POSTED ON THE TOWN'S BLACKIE'S PASTURE OR BLACKFIELD DRIVE SIGN

1. Completed Application Form (attached) must be submitted at least 30 days before the requested posting date, but not earlier than 90 days before the requested posting date. The Town has the discretion to approve, approve with modifications, or deny your permit application.
2. Posting fee of \$25.00 per banner per posting must be attached to the completed application form. Checks or cash only; credit cards are not accepted.
3. An accurate Scaled Rendering (8 ½" X 11") of the proposed banner. The Blackie's Pasture sign has room for two (2) 5' high by 6' wide vinyl banners (only one of which may be used at any one time for a single event). The Blackfield Drive sign has room for one (1) 5' high by 6' wide vinyl banner at one time. Banners must be fabricated of vinyl banner material that may only be attached to sign framing through six grommets required at precise locations on each banner. **See attached Banner Specification sheet for details on grommets and banner material.**
4. Rules for banner text and images are set forth on the attached **Banner Parameters** sheet.
5. Submit application and payment to Public Works Department at:

Tiburon Town Hall, 1505 Tiburon Blvd., Tiburon, CA 94920 (415) 435-7354
Office hours are 7:30am to 5:30pm Monday through Thursday, excluding holidays.

6. All applicants are responsible for dropping off banners at the Public Works Corporation Yard, 199 Kleinert Way (behind Reed Elementary School) on the Friday afternoon prior to posting and picking up the banner on the Monday afternoon following its removal. The Public Works Corporation Yard phone number is 415-435-7399. The Public Works Department is not responsible for banner storage. All applicants are required to pick up their banner on the following Monday afternoon (Tuesday if Monday is a holiday).
7. Failure to comply with the rules, procedures, and specifications set forth herein and on the application form may disqualify an agency or organization from future use of the Town's signs.

IMPORTANT NOTE: The posting of banners is primarily for significant community events and Town-sponsored events and messages, and these shall have priority over other events. Please be advised the Town will make every effort to post a banner in the requested/approved time slot, but reserves the right to remove and replace or preempt banners when determined by the Town Manager to be for a larger event or a Town-sponsored event or message. In such cases, the application fee will be refunded proportionally.



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TOWN OF TIBURON

Banner Instructions and Application

Blackie's Pasture / Blackfield Drive

Proposed Location (check one)

- Blackie's Pasture Sign
 Blackfield Drive (Cove) Sign

(Please note the banner posting fee is \$25.00)

Event Information:

Event Sponsor (Agency or Organization): _____

Name of Event: _____

Description of Event: _____

Date(s) of Event: _____

Specific Location of Event: _____

Requested Date(s) for Banner Display: _____

Sponsor Information:

Name of Contact: _____ Phone: _____

E-mail: _____ FAX: _____

Mailing Address: _____

DO NOT WRITE BELOW THIS LINE

DEPARTMENTAL PROCESSING INFORMATION

Application No.:	Posting Fee:	Date Received:
Received By:	Receipt No.:	Special Conditions? Yes No
Action:	Action By:	Date:

I, the event sponsor (or authorized agent of the event sponsor), hereby make application for placement of a banner on Town Property, and certify that the information given is correct to the best of my knowledge and belief and that the sponsoring agency/organization is an Authorized Party as defined below. I understand that the requested approval is for the benefit of the agency or organization I represent. Therefore, if the Town grants the approval, and that action is challenged by a third party, I will be responsible for defending against this challenge. I therefore agree to accept this responsibility for defense at the request of the Town and also agree to defend, indemnify and hold the Town harmless from any costs, claims or liabilities arising from the approval, including, without limitation, any award of attorney's fees that might result from the third party challenge.

I have read, understand, and agree to the following provisions to display a banner on Town Property:

1. **Purpose and Policy.** The purpose of the Town's Blackie's Pasture and Blackfield Drive signs is to serve as a limited public forum to promote significant community events or Town-sponsored events or messages. Use of the sign is expressly limited to achieve those purposes.
2. **Authorized Parties.** The following parties may use the Blackie's Pasture Sign and the Blackfield Drive Sign: (i) governmental agencies, including the Town of Tiburon, City of Belvedere, Belvedere-Tiburon Joint Recreation Agency, and the Belvedere-Tiburon Library Agency; (ii) Tiburon peninsula accredited or licensed schools (pre-kindergarten through 12th grade, both public and private non-profit, which offer instruction that satisfies in whole or in part the mandatory education requirements of state law); (iii) the Tiburon Peninsula Chamber of Commerce; (iv) non-profit organizations located on the Tiburon Peninsula with tax exempt status under Internal Revenue Code Section 501(c)(6); and (v) other non-profit organizations located on the Tiburon peninsula with tax exempt status under Internal Revenue Code Section 501(c)(3) organized to promote the health and welfare of the Tiburon peninsula community.
3. **Qualifying Events and Banner Copy.** I understand and agree that:
 - (a) The event sponsor is an Authorized Party as described above.
 - (b) The event will be located on, or will exclusively benefit, the Tiburon peninsula.
 - (c) If the Authorized Party is not a governmental agency, the public must be invited to the event on the same basis as the members of the sponsoring organization.
 - (d) The banner copy (text and images) shall conform to the banner parameters listed below.
4. **Banner Parameters.** I have attached an accurate scaled rendering of the proposed banner on an 8 1/2" X 11" sheet. Banner text and images are limited to the following items: Event name, location, date and time; sponsoring agency/organization name(s) (maximum of two); sponsor contact information; a maximum of two graphic images (optional), including any organization logos; and purpose of event, i.e. "Disaster Relief Effort" (optional). All text shall be in a plainly legible font and a minimum of 3 inches in height; italics, underlining and bold font are permitted. There must be a high degree of contrast between the background and text to ensure legibility.
5. **Timing of Submittal and Decision.** The required submittal materials forming a complete application must be received at least thirty (30) days in advance of the requested posting date and not more than 90 days in advance of the requested posting date. The Town will issue a decision within ten (10) business days after receipt of the complete application.
6. **Other.** (i) The Town will approve applications for qualified events as space allows on a "first come-first serve" basis, but reserves the right to remove or preempt a banner for a larger community event or a Town-sponsored event or message; (ii) Banners will be posted for seven (7) consecutive days, however the Town may elect to keep some banners up longer at its discretion; (iii) Only Town employees are authorized to install and remove a banner, which authorization may be delegated at the Town's reasonable discretion; (iv) The posting fee of \$25.00 per posting (cash or check only) is non-refundable (unless a banner is pre-empted) and off-sets Town costs to process the application and post and remove banners. ***Banners shall be dropped off at the Tiburon Public Works Corporation Yard, located at 199 Kleinert Way during the week before the banner is to be posted, and picked up during the week after the banner is removed. Tiburon Public Works will not be held responsible for storing unclaimed banners and will dispose of them accordingly unless other arrangements are made with the applicant.***

Applicant Signature: _____

Date: _____

Printed Name: _____

Banner Parameters

For Blackie's Pasture and Blackfield Drive Town Signs *Effective July 2011*

All banners shall be limited to the following:

<i>Parameters</i>	<i>Example or Explanation</i>
1. Event Name	2011 Tiburon Art Festival
2. Event Location	Ark Row in Downtown Tiburon
3. Event Date and Time	August 27 & 28, 10:00 a.m. to 5:00 p.m.
4. Sponsoring Organization (<i>maximum of two</i>)	Belvedere-Tiburon Joint Recreation & The Tiburon Peninsula Chamber of Commerce
5. Sponsor Contact	Phone 435-4355; e-mail.gmail.com; 1505 Tiburon Boulevard
6. Purpose of Event (optional)	"Support Your Schools" or "Disaster Relief Effort"
7. Graphic Images (optional) (<i>maximum of two</i>)	Logo, clip art, photograph, etc.
8. Font size must be at least 3" high	Minimum size is to ensure legibility from a distance; font size is expected to vary but may not be smaller than 3"
9. Font type needs to be plainly legible (<i>bold, italic and underlining permissible</i>)	Fonts may be serif or san serif, but should be straightforward and avoid fussiness that inhibits legibility
10. High contrast between background and text	Colored backgrounds and reversed out type (light letters on dark field) are permissible but high contrast is required to ensure legibility



BANNER SPECIFICATIONS



PRODUCTION

Requirements for Banner:

Outdoor Durable Ink & Material
 Material: Minimum 13oz Vinyl Scrim
 Finishing: Hemmed Edges (Sewn or Hem Tape)
 6 Grommets total: use #2 Grommet (3/8" hole)
 Corner Grommet Placement: 1.5" in from corners
 Center Grommet Placement: 1.5" in from center
 Installation: Banner will be attached via existing well nuts on main sign.

DESIGN

Requirements for Banner:

- | | |
|---|---|
| 1.Event Name | 6.Purpose of Event (optional) |
| 2.Event Location | 7.Graphic Images (optional)
(maximum of two) |
| 3.Event Date and Time | 8.Font size must be at least 3" high |
| 4.Sponsoring Organization
(maximum of two) | 9.Font type needs to be plainly legible
(bold, italic and underlining permissible) |
| 5.Sponsor Contact | 10.High contrast between background & text |