



CITY OF REDWOOD CITY

1017 Middlefield Road
Redwood City, CA 94063
Tel: 650.780.7290 Fax: 650.780.0128

Application for Temporary Across the Street Horizontal Banner

Eligibility – See requirements attached

(Please Print)

Name of Applicant: _____ Organization Tax ID: _____

Mailing Address: _____

Authorized Representative: _____

Telephone: _____ E-mail: _____

Date of Event: _____ Purpose of Event/Description: _____

BANNER INFORMATION

Banner Location: 1. Jefferson Avenue Underpass 2. Theatre Way Arch
(check which applies) Facing East Facing West Both Double-sided

Installation Date: _____ Removal Date: _____
(Sundays only subject to staff availability; display time limited to one calendar week per year)

Message: _____

ACKNOWLEDGEMENTS

1. I agree to indemnify and hold harmless the City of Redwood City, Redwood City Redevelopment Agency, their officials, boards, employees, volunteers, and agents, from and against any or all loss liability, expense, claim, costs, suits, and damages of every kind, nature and description directly or indirectly arising, or resulting from the damage, loss of banners.
2. I acknowledge that this application will not be considered filed, and processing may not be initiated until City staff determines that the submittal is complete with all necessary information and is determined "acceptable as complete". The City will notify the applicant, in writing, of all application deficiencies no later than 14 days following application submittal.
3. I declare under penalty of perjury that the information contained in this application is true and correct to the best of my knowledge.
4. By signature on this form, the applicant/organization authorizes the listed representative(s) to file applications, plans, and other information. It is the applicant/organization's responsibility to inform City staff in writing of any changes.

Applicant/Organization Representative's Signature Date

PLEASE DO NOT WRITE IN SPACE BELOW

Application Received: _____ Received by: _____ Approval Date: _____
Artwork Approved: _____ Fees: _____ Paid: _____

Guidelines for Across the Street Horizontal Banners mod. Jan.26, 2011

Eligibility (Per Sec. 3.161-3.164 of the Redwood City Sign Ordinance)

Banner displays are only allowed for events and programs sponsored or co-sponsored by the City of Redwood City, including applicants from:

- City commercial establishments with Redwood City locations which are open to the public
- Educational institutions that are authorized, licensed and accredited with the California Department of Education

Co-sponsored shall be defined as an applicant who:

- Receives grant money from the City of Redwood City and/or the Redevelopment Agency of Redwood City, related to the subject event;
- Has a contractual relationship with the City of Redwood City or Redevelopment Agency of Redwood City regarding the subject event
- Receives in-kind services from City of Redwood City or Redevelopment Agency for the subject event

Fees

Application Fee - Nonrefundable

\$110.00

Installation and Removal Fee/All banner installations and removals to be done by the City

1 Location	\$500
2 Locations	\$600

Redwood City Public Works Department, based on staff availability will install the banner(s) on a Sunday. Installation fee consists of staff overtime and equipment rental.

Across the Street Horizontal Banner Locations

- Jefferson Avenue Underpass (must be performed by authorized personnel, per Caltrain)
- Theatre Way Archway (must be performed by authorized personnel)

Display Time

- One calendar week per year, in Sunday-to-Sunday display periods
- Extensions may be granted on a week-to-week basis at the discretion of the City
- Banner display requests prioritized in the order received
- City-sponsored events will take priority over all others

Banner Specifications

- Jefferson Avenue Overpass, 4 ft in height, 20 ft in length (finished); grommets required on all four corners (at 48 inch intervals)
- Theatre Way Arch, 3 ft in height, 16 ft in length (finished); grommets required on all four corners and across the top (at 24 inch intervals), and wind slits/flaps; double-sided only
- All banners to be minimum 13 oz. weight vinyl and stitched around edges
- All banners to be professionally designed and manufactured
- All banners must incorporate the City logo (provided by the City) in the lower right hand corner

Permit Application Process

1. The permit application shall be submitted to the Planning, Housing and Economic Development Staff at least two weeks prior to the proposed installation date.
2. The applicant must be the same person/entity who is to be the owner of the banner, or their legally designated agent.
3. Application must pay all fees prior to the hanging of the banner(s).
4. Applicant delivers and picks up the banner to the Public Works Department at 1400 Broadway.