

# City of Glendale, California Banners and Flags Program



## Purpose of the Banner Program

The Banner Program is intended to help promote and protect the public health, safety, welfare, and amenity by regulating existing and proposed signs in, over, and projecting into the public right-of-way. The program serves to preserve and protect property values, create a more attractive business climate, enhance and protect the physical appearance of the community, and provide for a more enjoyable and pleasing community by regulating and controlling the design, installation, location, operation, and maintenance of all signs and banners in the public right-of-way, as stated in Chapter 30.33 of the Glendale Municipal Code.

## Locations

The Banner Program broadly covers all banners and flags in the public right-of-way. Currently, there are light post banner locations throughout the City of Glendale, including locations on Brand Blvd., Central Ave., Glendale Ave., Foothill Blvd., Colorado St., Verdugo Rd., and many other locations throughout the community. However, the City most commonly receives requests to permit banners located on Brand Blvd. and for signs to be placed on the Glendale Community College Pedestrian Bridge.



## Guidelines and Requirements

All flags and banners that are permitted in the public right-of-way must conform to the following general guidelines in order to be approved by the City of Glendale's Department of Public Works.

- All banners and flags must be consistent with programs that relate to an economic, cultural, or civic event or goal of the city.
- The display of the banners and flags is limited to a maximum time period of thirty (30) days.
- A surety bond shall be filed to cover any expense that may be incurred by the city in removing the banners or flags. A liability insurance policy naming the city and its employees as additional insureds of no less than one million dollars (\$1,000,000) shall be provided. The policy shall indemnify, defend and hold the city harmless for damage or injury caused by such banners or flags.
- The installation, maintenance, and removal of the banners and flags shall only be accomplished by a person or persons authorized by the City of Glendale.
- All banners and flags shall be promptly removed at the end of the authorized time period.

### Sizing of Banners and Signs:

- Light-post banners – 2.5' x 6.2' (standard size)
- Glendale Community College Pedestrian Bridge – 3' x 15' (max. size)

## Application Process

Banners and flags may be permitted in the public right-of-way if they conform to the guidelines and standards stated above, and are scheduled on a first-come, first-serve basis. To apply for a permit:

1. Complete the application at the end of this document to request dates and locations. Submit the form in-person at 633 E. Broadway Room 209, Glendale, CA 91206 or by fax at (818) 546-2207.
2. Following approval of the proposed dates, the individual or organization will be required to submit the following forms in accordance with the [City's Insurance Standards](#):
  - a. A general liability insurance policy naming the City and its employees as additional insureds with a minimum coverage of \$1,000,000 per occurrence and \$2,000,000 in general aggregate coverage.
  - b. An auto insurance policy naming the city and its employees as additional insureds with a minimum coverage of \$1,000,000 per occurrence for bodily injury (including accidental death) and \$2,000,000 in combined single limit coverage.
  - c. Workers' compensation coverage with a policy limit of \$1,000,000.
  - d. An additional insured endorsement for both the General Liability and Auto Liability.
  - e. A waiver of subrogation covering the general liability and workers' comp. policies.
  - f. The City of Glendale needs to be listed as additional insured on the Certificate(s) of Liability.
  - g. The City of Glendale needs be listed as a certificate holder on the Certificate(s) of Liability.

Applicants may only use vendors that have been approved by the Department of Public Works to install, maintain, or remove banners. For more information on approved vendors, please contact the City of Glendale's Department of Public Works at (818) 548-3900. Additional information can also be found at: <http://www.glendaleca.gov/government/departments/public-works/banner-program>

**City of Glendale**  
**Banner Program Application Form**



Name \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City/State/ZIP \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Website \_\_\_\_\_

Event Name \_\_\_\_\_

Event Type \_\_\_\_\_

Event Description \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Event Dates From \_\_\_\_\_ To \_\_\_\_\_

Display Dates Requested (Max. 30 days) From \_\_\_\_\_ To \_\_\_\_\_

Display Area(s) - Please indicate how many banners your organization would like posted and in which area(s).

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Please include a draft or sketch of the proposed banner, if available.

I, along with an approved vendor, am able to provide all necessary documentation of insurance if the application is approved. I have reviewed this application and agree to the terms and conditions of the program as stated.

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