

BANNER POLICY (Revised by Council 11/3/09)

PURPOSE

To specify guidelines for the request and permitted use of temporary banners according to Title 13 of the Costa Mesa Municipal Code regarding the use of temporary signs for City-sponsored or co-sponsored events on public property and banners on public baseball and softball fields. Ordinance No. 04-11

TEMPORARY SIGNS ON PUBLIC PROPERTY (SECTION 13-118.1)

The placement of temporary signs on public property shall be limited to only those signs that advertise a City-sponsored, co-sponsored, or approved event or activity. Public property is defined as any building, park, grounds, structures, or other real property owned, rented or leased by the City not within the public right-of-way or any such property used by the City under a joint use agreement. A City-sponsored, co-sponsored, or approved event includes, but is not limited to, events or activities of Group 1, Group 2, and Group 3 Users as those terms are defined in the Athletic Field/Facility Use and Allocation Policy. Temporary signs for City-sponsored events may be placed on public property after obtaining the necessary permit and banner decal from the Recreation Division.

- **Acceptable Sign Location:** Temporary signs may be placed only on a building wall or perimeter wall or fence of the public property. The sign shall not project above the building or above the perimeter wall and/or fence. The sign shall not be attached to any staff, pole, line, framing, vehicle, or similar support.
- **Illumination:** The sign shall not be illuminated.
- **Maximum Size:** The sign shall not exceed 64 square feet.
- **Number of Signs:** Limit one temporary sign per street frontage at any given time.
- **Installation:** The entire surface of the sign must be securely fastened to the building or perimeter wall and/or fence.
- **Maintenance Required:** The applicant shall maintain all signs in good condition, and the applicant shall remove or replace any sign that is torn, faded, dirty, or defaced, including by graffiti.
- **Installation Period:** Temporary signs may be displayed a maximum of 30 days. Specific dates and time for the signs' installation and removal may be subject to change by the City in order to minimize impacts to the public.
- **Sign Removal:** All signs that are not removed by the applicant by the approved removal date shall constitute a public nuisance subject to summary removal by the City. The City may bill user groups for removal.

BANNERS ON PUBLIC BASEBALL AND SOFTBALL FIELDS (SECTION 13-118.2)

Only a Group 1 User shall be able to request approval to install banners on a public baseball or softball field (owned, rented, or leased by the City or used by the City under a joint use agreement) that has been allocated to them by the City. Group 1 Users are defined in the City of Costa Mesa Athletic Field/Facility Use and Allocation Policy. Banners may be placed on public baseball and/or softball fields after obtaining the necessary permit from the Recreation Division. A strike may be issued for not following these policies and guidelines. Please see "Three Strikes Rule" page 15.

- **Acceptable Banner Location:** Banners shall only be displayed on the field's outfield fence and shall only face the field's interior.
- **Banner Composition:** Banner copy and/or logos shall be limited to one side of the banner, and the banner shall be made of durable cloth, bunting, plastic, or similar material.
- **Maximum Size:** Individual banners shall not exceed 32 square feet.
- **Installation:** The banner's surface must be tautly and securely fastened to the outfield fence of the field by a minimum of four contact points.
- **Maintenance Required:** The applicant shall maintain all banners in good condition, and the applicant shall remove or replace any banner that is torn, faded, dirty or defaced, including by graffiti.
- **Installation Period:** Banners shall be installed no sooner than seven days prior to the baseball and/or softball season's commencement and shall be removed within seven days of the season's close. Specific dates and time for the banners' installation and removal may be subject to change by the City in order to minimize impacts to the public.
- **Banner Removal:** All banners that are not removed by the applicant by the approved removal date shall constitute a public nuisance subject to summary removal by the City. The City may bill user groups for removal.

CITY OF COSTA MESA • PARKS AND COMMUNITY SERVICES • RECREATION DIVISION
BANNER POLICY AND PERMIT REQUEST FORM

Please type or print one form per banner request.

Organization _____

Applicant Name _____

Applicant Phone _____ Applicant Email _____

Proposed Field Site _____

Proposed Banner Location (s) _____

of Banners _____ Size _____

Method of Installation _____

Banner Color _____ Print Color _____

Purpose of Banner _____

Banner will be posted on _____ and removed on or before _____

Draw diagram of banner location below:

OFFICE USE ONLY

Approved Not Approved

Conditions of approval if different than request: _____

Approved By: _____ Signature _____

Date: _____

Posted On: _____ Removed By: _____ Permit # _____