CITY OF MERCED FIRE DEPARTMENT
PRIVATE BANNER PERMIT

FOR HANGING BANNERS OVER AND ABOVE THE STREETS OF THE CITY OF MERCED.

Title or Name of Event _____

Actual Event Date(s) _____

The _____ is hereby given permission
(Name of Organization)

to place a banner between 19th & 20th Streets on

"G" Street from _____ to _____.

Signature _____ Phone _____

Print Name of Contact Person _____

Date: _____

The applicant hereby agrees to comply with all requirements for safe installation.

Permit given according to Merced City Resolution No 2424 passed on January 18, 1960, by the Merced City Council.

Michael W. McLaughlin, Fire Chief
CITY OF MERCED FIRE DEPARTMENT

By _____

One-week prior to being hung, the banner should be taken to Fire Station 51 at **99 East 16th Street** between Monday – Friday from 8:00 – 5:00 p.m., excluding holidays. Banners will not be accepted unless adequate proof of insurance (For exact insurance requirements, please see "Hanging of Banners", page 2) is submitted. **BANNERS MUST BE PICKED UP WITHIN TWO DAYS AFTER BEING TAKEN DOWN OR ELSE IT WILL BE AT RISK FOR BEING DISCARDED.**

December 5, 2013, is the sign up date for banners for 2014.

Proof of Insurance can be:
Mailed to:
City of Merced
Fire Dept.
99 E. 16th Street
Merced, CA 95340
or
Faxed to: (209) 388-7930

If you have any questions regarding this matter, please call (209) 385-6830.

Rev 12/06/12

HANGING OF BANNERS

All banners to be hung across G Street in the City of Merced require the following specifications. These requirements are necessary to provide an efficient and safe installation. All banners should be provided with:

A. The synthetic rope shall be three eighths (3/8) inch or greater in size and sewn (or properly anchored) into the full length of the top and bottom of the banner. The minimum total length of the rope shall be 100'. Suggested banner size is 3 to 4 feet in width and 30 feet in length.

B. Harness snaps (minimum 1" eye and gate opening greater than ½") should be provided every eighteen (18) inches across the top edge of the banner. All edges should be double sewn or reinforced.

C. Air vents must be provided.

D. Banners will not be installed for the advertising of, or pertaining to, private business, political parties or any other activity not considered as quasi-public and community-wide in nature. This includes the manufacturer of the banner placing their company name on the banner and/or the name of the company who paid for the printing of the banner.

E. One-week prior to being hung, we request that your banner be delivered to Station 51 at 99 East 16th Street between Monday – Friday from 8:00 – 5:00 p.m., excluding holidays. Banners will not be accepted unless adequate proof of insurance is submitted.

F. All banners are hung and removed on Sundays only. Banners must be picked up within two days after being taken down or else it will be at risk for being discarded.

The above requirements are necessary. In the past we have received banners which were not provided with ropes, snaps or air vents and constituted a very difficult problem in installation. **A banner will not be installed unless the above specifications have been met.**

HANGING OF BANNERS (Continued)

Additionally, before any such banner may be placed over and above G Street in the City of Merced, the organization shall obtain and keep in full force and effect general liability coverage at least as broad as ISO commercial general liability coverage occurrence Form CG0001. That policy should contain, or be endorsed to contain, the following provisions:

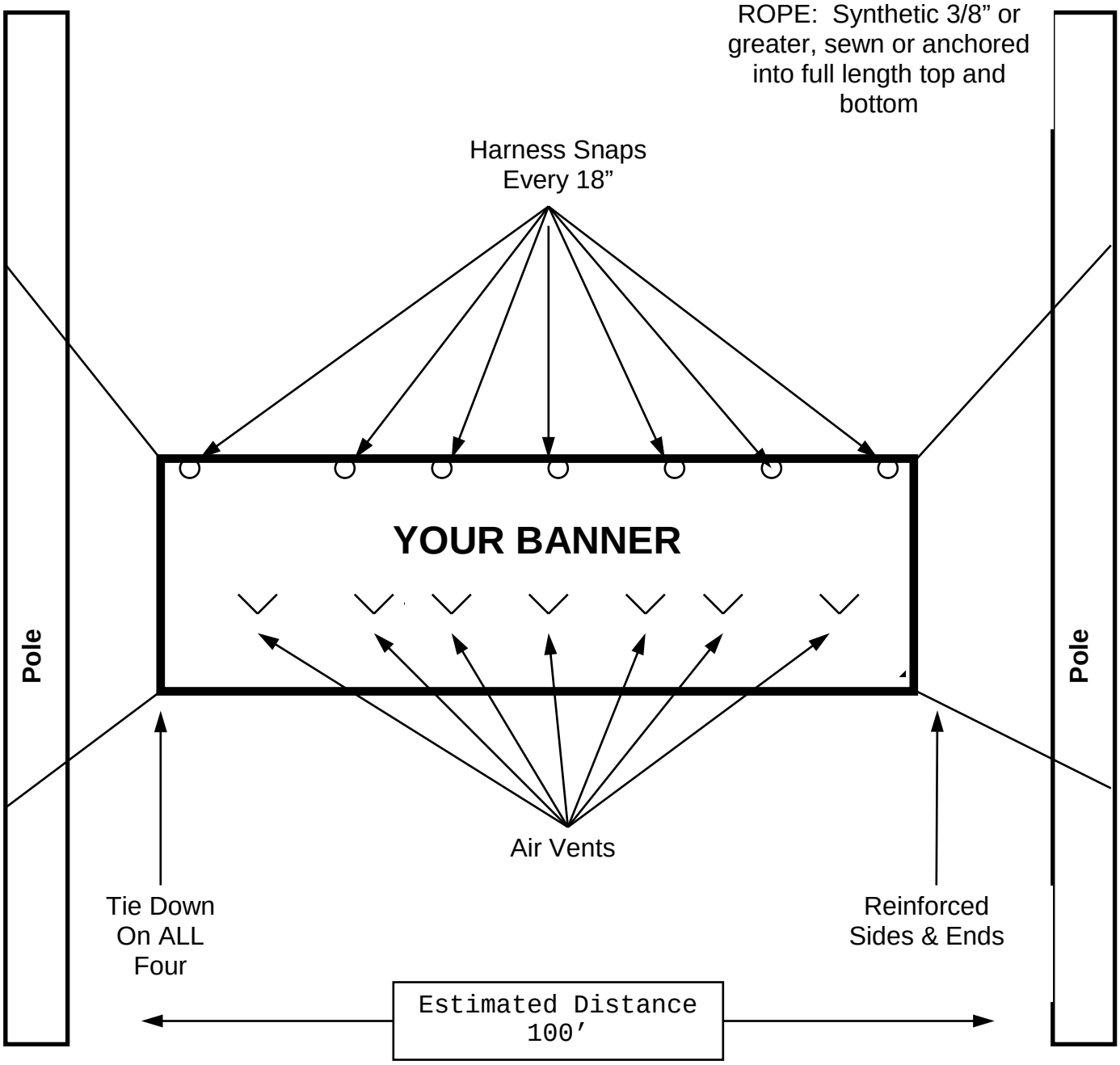
A. The endorsement should specify that use of the premises is by permit and the coverage specifically applies to such use.

B. The City and its officers, employees, volunteers and agents should be named as an additional insured with respect to liability arising out of ownership, maintenance or use of the premises used by the permittee.

C. The permittee's insurance shall be primary and any insurance maintained by the City is excess and non-contributory.

D. The policy must be endorsed to state that coverage shall not be canceled, except after thirty (30) days prior written notice by certified mail, return receipt coverage requested, has been given to the City.

E. Have insurance as follows: $10,000 property damage and $100,000 public liability.

F. The endorsement should state the date, location and length of hanging of the banner over G Street.

Banner Example