



## CITY OF MERCED FIRE DEPARTMENT PRIVATE BANNER APPLICATION AND 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 \_\_\_\_\_  
(First day banner to be hung) (Last day banner to hang)

Priority Week \_\_\_\_\_  
(Date of the Week you Definitely Want Banner to Fly)

Signature \_\_\_\_\_

Printed Name of Contact Person

\_\_\_\_\_

Phone \_\_\_\_\_

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 R. Wilkinson, Fire Chief  
CITY OF MERCED FIRE DEPARTMENT

By \_\_\_\_\_

Please note: December 6, 2018, is the first day that you may begin reserving your banner for the calendar year 2019.

## **CITY OF MERCED FIRE DEPARTMENT PRIVATE BANNER REGULATIONS / INFORMATION**

1. The use of banners may be granted to or for any:
  - a. Concert; or,
  - b. Exhibition; or,
  - c. Entertainment; or,
  - d. Lecture; or,
  - e. Venture

for the exclusive benefit of any:

- a. Church; or,
- b. Church Society; or,
- c. School; or,
- d. Benevolent Society; or,
- e. Local Non-Profit Organization

in the City or for any charitable purpose.

2. The banner may NOT contain any advertising of, or pertaining to:
  - a. The manufacturer of the banner; or,
  - b. Private Business; or
  - c. Political Parties; or
  - d. Any other activity not considered as quasi-public and community-wide in nature.
3. Banners may contain printed matter on one or both sides.
4. Each organization requesting use of the banner poles must fill out an application form and file it with the City of Merced Fire Department, 99 E. 16<sup>th</sup> St., Merced, CA 95340.
5. Permission to use the poles is on a priority schedule based upon the filing date of the application.
6. Banners may be displayed for a minimum of 7 consecutive calendar days. An additional 7 consecutive days may be reserved, provided that no other organization desires to reserve the second week. Note on the application form, which week is your priority week.
7. Banners are hung and removed on Sundays only.
8. One-week prior to being hung, the banner must be delivered to the Merced Fire Department, 99 East 16<sup>th</sup> Street between Monday – Friday from 8:00 – 5:00 p.m., excluding holidays. We are closed from Noon to 1:00 pm for lunch. Banners will not be accepted unless proof of insurance is approved by the Merced Fire Department.

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9. If, in the opinion of the Fire Chief or his/her designee, any of the materials provided by the organization (including banner, ropes, harness snaps, etc.) are not safe, or do not meet specifications, the organization will be notified and the banner will not be installed until necessary repairs are made.
10. No repairs will be made to any banner by City staff. Repairs are the sole responsibility of the banner owner.
11. City staff will provide the installation of the banner. There is no charge for this service.
12. Installation date or time may be affected by weather conditions or unforeseen events. The City is not liable for any loss caused by delay in the installation of banners or a reduction in the display time.
13. If any banner is damaged by wind or any other factor, it will be removed from the poles and the organization will be notified to pick up the banner.
14. The City will not be responsible for any banner not picked up within 48 hours of the permit's expiration and the banner is at risk of being discarded.
15. The Merced Fire Department is located at 99 E. 16<sup>th</sup> Street, Merced, CA 95340.
16. Each organization must carry liability insurance as follows:
  - a. 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; and,
    - 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; and,
    - C. The permittee's insurance shall be primary and any insurance maintained by the City is excess and non-contributory; and,
    - 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; and

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(continued)**

- E. Have insurance as follows: \$10,000 property damage and \$100,000 public liability; and,
- F. The endorsement should state the date, location and length of hanging of the banner over G Street.

17. Certificate of Insurance **and** Endorsement must be submitted to the City of Merced Fire Department via:

Email: [fireweb@cityofmerced.org](mailto:fireweb@cityofmerced.org); or,  
Fax: 209.388.7930; or,  
Mail: City of Merced Fire Dept., 99 E. 16<sup>th</sup> St., Merced, CA 95340.

If you have any questions regarding the banner program, please call us at (209) 385-6891.

## CITY OF MERCED FIRE DEPARTMENT PRIVATE BANNER SPECIFICATIONS

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 shall be provided with:

1. 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.
2. Harness snaps (minimum 1" eye and gate opening greater than 1/2") should be provided every eighteen (18) inches across the top edge of the banner. All edges should be double sewn or reinforced.
3. Rope must be synthetic 3/8" or greater, sewn or anchored into full length top and bottom of banner.
4. Air vents must be provided.

See the diagram on the following page.

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.**

# Banner Example

ROPE: 3/8" synthetic or greater  
sewn or anchored into full length  
top and bottom

