

## RESOLUTION NO. 06-37

### **A RESOLUTION OF THE COUNCIL OF THE CITY OF MONTEREY RESCINDING RESOLUTION NO. 14,328 AND ESTABLISHING REGULATIONS FOR PLACEMENT OF STREET BANNERS, AND AUTHORIZING THE PUBLIC WORKS DIRECTOR TO ISSUE PERMITS ALLOWING DISPLAY OF BANNERS OVER PUBLIC RIGHTS-OF-WAY**

WHEREAS, the City of Monterey issues permits for placement of banners over the public rights-of-way; and

WHEREAS, regulations for placement of these banners have been in effect since 1981.

NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF MONTEREY that the following regulations be established for the placement and display of banners over public rights-of-way:

1. Display of banners will be limited to activities for which substantial proceeds go to charitable purposes, and for activities, which are open to the general public. Banners will not be displayed for purposes of welcoming groups/conferences to the City.
2. All requests for display of banners must be received by the Public Works Director in writing at least ten (10) working days prior to the requested installation date. The request must outline the proposed dates for display, description of the sponsoring organization and the event.
3. Placement of banners shall be on a "first come, first served" basis, except by mutual agreement among the parties involved and with the approval of Public Works Director.
4. A banner will be displayed in weekly increments, beginning and ending on Monday. On Holiday Mondays, the City will remove or hang banners on Tuesday. Fees will not be adjusted in these instances.
5. All banners shall be constructed in accordance with the standard specifications of the Department of Public Works. No banner will be installed which does not meet these specifications.
6. Banners approved for installation must be delivered to the City of Monterey Streets Division, 27 Ryan Ranch Rd, by no later than 4:00 p.m. on the Friday preceding the proposed Monday installation date.
7. The City may limit the frequency of displaying banners from the same applicant(s) and/or featuring the same or related events.
8. No persons other than authorized City employees may install, maintain (while displayed), or remove banners.
9. The City will charge a fee equal to a temporary encroachment permit as listed in the "Public Works Department Fee Schedule".
10. The City shall not be responsible and applicant(s) shall hold the City harmless for any damage or loss resulting from weather, storage, transportation, or handling of banners.

PASSED AND ADOPTED BY THE COUNCIL OF THE CITY OF MONTEREY this 21<sup>st</sup> day of  
March 2006, by the following votes:

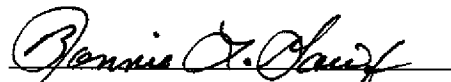
AYES:           5       COUNCILMEMBERS: Albert, Della Sala, Downey, Haferman, Roberson  
NOES:           0       COUNCILMEMBERS:  
ABSENT:        0       COUNCILMEMBERS:

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APPROVED:



\_\_\_\_\_  
Mayor of Said City

ATTEST:

  
\_\_\_\_\_  
City Clerk thereof