



City of Sedona
102 Roadrunner Drive
Sedona, AZ 86336
928-204-7111
ROWPermits@sedonaaz.gov

Criteria & Procedure for Vertical Banner Permit Request

When requesting a permit to display vertical banners on pedestrian light poles in city limits, certain requirements will need to be satisfied by the applicant. These requirements are as follows:

1. The banners shall identify a cultural or civic event or establish sense of place, and meet the following parameters:
 - Is sponsored by a non-profit organization, identifies an event which is of general community interest, establishes sense of place (including highlighting city values and priorities) or identifies an established business district.
 - Has obtained all necessary city permits.
 - If an event:
 - Is open to the general public.
 - Is designed to attract community-wide participation.
 - Is located within the City of Sedona limits.

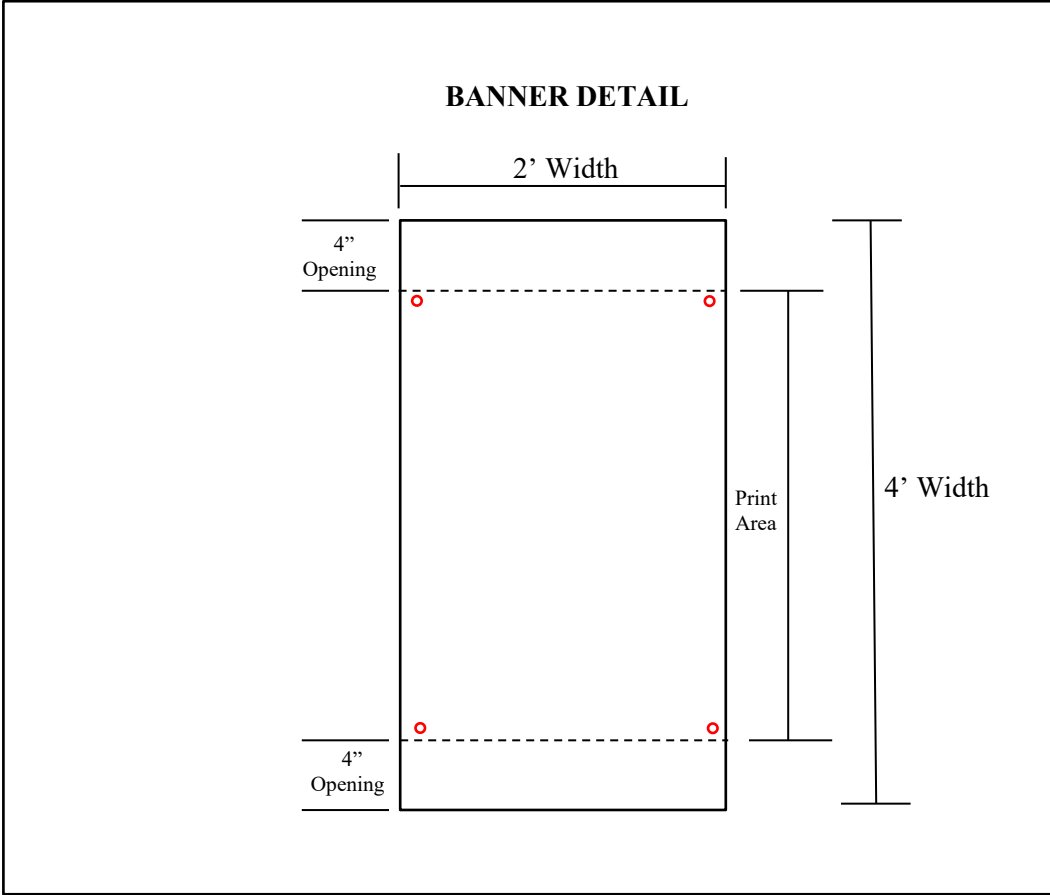
Banners shall not be political or religious in subject matter and shall not be used for advertising a specific product or corporate entity.

2. The maximum period that vertical banners may be displayed is twenty-one (21) consecutive days. There may be overlapping events and users may not have exclusive use of the pedestrian light poles.
3. Banner requests may be submitted no sooner than twelve (12) months prior to the date of the event and must be submitted a minimum of thirty (30) days prior to the event. A permit fee of \$120 and \$10 per banner beyond 12 banners must be paid at time of banner request.
4. The dates are reserved on a first come first serve basis with the exception of Signature Events, which take precedence over non-signature events. Signature events include:

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|---------------------------|------------------------------------|
| St. Patrick's Day Parade | City of Sedona Events |
| Sedona Arts Festival | Sedona International Film Festival |
| Sedona Plein Air Festival | Sedona Gem & Mineral Show |

5. Banners are meant to be festive and decorative. Bold, simple, and colorful designs are most effective. Banners must be printed on both sides with same design. For impact, it is suggested that the minimum number of banners requested per event should be twelve (12). <https://sedonaaz.sharepoint.com/sites/PW/Documents/ADMINISTRATION/Forms>

6. The sign copy on the banners shall be limited to the event title or sense of place message, corresponding information, and logos. Logos shall be limited to fifty (50) percent of the banner sign area.
7. A color drawing or photo of the banner design must be included with the application.
8. Banner design shall be a vertical height of four (4) feet and width of two (2) feet. They shall be constructed of a fabric having sufficient density to allow for printing on both sides. Top and bottom hems shall be a minimum of three (3) inches in order to fit on a 1½-inch diameter bracket (please see Banner Detail diagram).
9. The hardware used by the City to attach the banners to the pedestrian light poles has been wind tunnel tested to withstand 77mph conditions according to the manufacturer. The fiberglass arms will flex in strong winds transferring some of the load off the banner. However, the City recommends grommets in each of the four corners to reduce the tendency of a banner to billow or sail (please see Banner Detail diagram).
10. Requests for specific pedestrian light pole locations in the application does not guarantee placement of banners on requested locations (please see map). The City will do its best to meet the request.
11. The City of Sedona Public Works Department will install and remove the banners. Banners must be brought to the Public Works Department at least five (5) days prior to the installation date. The City will notify the applicant after banners are removed for banner pick-up. The City assumes no responsibility for loss or damage to the banners or for banners not picked up within one week from the date of notification. Should damage occur to any installed banners, the applicant will be notified and the Public Works Department will remove the damaged banner.



**** Please note that circles in print area represent grommets.
Consult with your banner company regarding proper grommet placement on banner.*



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Special Event Vertical Banner Permit Application

Contact Name: _____

Organization: _____ Non Profit EIN: _____

Mailing Address: _____

Email Address: _____

Phone No. _____ Cell Phone No. _____

Event Name: _____

Event Location & Address: _____

Date of Event: _____ Number of Banners _____

Requested Light Pole Locations _____
Request does not guarantee placement on specific light poles (see attached map).

Display Dates _____

Vertical banners may not be displayed more than twenty-one (21) consecutive days. A color drawing or photo of the banner design must be included with application. Permit fee of \$120 and a \$10 per banner beyond 12 banners must be paid at time of Permit.

The permittee shall indemnify, defend, and save harmless the City of Sedona from any and all claims, demands, suits, actions, proceedings, loss, cost, and damages of every kind and description, including attorneys' fees and/or litigation expenses, which may be brought or made against or incurred by the City of Sedona on account of loss of or damage to any property or for injuries or death of any person, caused by, arising out of, or contributed to, in whole or in part, by reasons of any act, omission, professional error, fault, mistake, or negligence of permittee, its employees, agents, or representatives, or subcontractors, their employees, agents, or representatives in connection with or incident to the performance of this agreement, or arising out of Workers' Compensation claims, Unemployment Compensation claims, or Unemployment Disability Compensation claims of employees of permittee and/or its subcontractors or claims under similar such laws and obligations. Permittee's obligation under this Section shall not extend to any liability caused by the sole negligence of City of Sedona or its employees.

Applicant Signature: _____ Date: _____

| | |
|----------------------------------|---------------------|
| For Office Use Only | |
| Application Received By: _____ | Permit #: _____ |
| Banner Design Approved By: _____ | Fee \$ Paid : _____ |
| Permit Approved By: _____ | Date: _____ |