



City of Petaluma

Banner Permit & Agreement

ACCT NO# 1100-11100-42610

Revised: JULY 1, 2024

Name of Organization: _____

Address: _____ Phone No. _____ FAX No. _____

Name of Individual Making Request: _____

Phone No. _____ Email: _____ FAX No. _____

Alternate Responsible Individual: _____

Phone No. _____ Email: _____ FAX No. _____

Purpose of Banner: _____ Date of Event: _____

NOTE: Banners will be put up/taken down in the early morning prior to start of commute traffic.

BANNER LOCATION# _____ from Monday, _____ to Monday, _____
Date Up Date Down

Location #1 – “D” Street Cable
149 C Street
200 First Street

Location #2 – Kentucky Street Cable
140 Kentucky Street
141-143 Kentucky Street

General Information

- Only nonprofit or Petaluma community events can be advertised. No political campaign advertising or religious messaging is permitted. Banner art and messaging is subject to City approval prior to final printing.
- Reservations may be made up to one year in advance, **starting from the date the banner is to be hung, not the date of the event.** Call (707) 778-4345 for assistance in booking a reservation.
- Banners may be hung for a maximum two-week period for each event, on a space-available basis, first come/first served. Banners go up on Mondays and down on Mondays.
- Only one banner may be hung at each location at any one time. Banners may be printed on both sides, however, if nonprofits choose to share banner space during the same time period.
- The City does not assist in hanging or removing banners over the two street locations. It is the permittee’s responsibility to arrange for the hanging of their banner by a professional and the costs associated with that task. Location of hooks for the banners are on private property and property owners do not permit ladders placed against their buildings. The print shop and/or the City can provide the name of a banner hanger.
- Banners must have slits cut in them to allow the wind to pass through and are to be attached to the cable between the two buildings and then anchored to the buildings. See attached diagram for clarification:

The minimum height from the curb is 20 feet from the rope line.

D Street location: top cable is 85’ +/- and bottom cable is 70’.

Kentucky Street location: top cable is 70’, bottom cable is 60’.

- **Effective July 1, 2024, the cost of the banner permit is \$62.** A permit fee for banners was established by the City Council on November 15, 2010. Fees are due, payable to the City of Petaluma, prior to or at time of issuance of the permit.

