



City of Ojai

Public Works Department

408 South Signal Street
Ojai, CA 93023
Office: (805) 646-5581 ext. 200

Ojai Avenue Banner Standards

Summarized from the City Council Banner Policy

General Guidelines

1. City programs and activities continue to have first priority for banner reservations.
2. In the case there are duplicate interests for the same date by different organizations, the City will use a scoring method that considers the following:
 - 1) **Location of the non-profit organization or school:** 5 points if located within Ojai City limits, 3 points if located in the Ojai Valley, and 1 point if located outside the Valley.
 - 2) **Location of the event:** 5 points if in downtown, 4 points if partially or completely within the City limits, 3 points if in the Ojai Valley, and 1 point if outside the Valley.
 - 3) **Longevity of the event:** 4 points for annual events of 10 years or more, 3 points for annual events of 5 to 9 years, 2 points for annual events of 2 to 4 years, and 1 point for new or one-time events.
3. **Event definition:** The banner needs to be sponsored by a nonprofit and display a community-oriented event open to the general public. A conference or private school open house limited to paid attendees or without a free service or performance available to the community would not qualify as an event.
4. After each applicant is allocated a banner placement week, a second banner reservation may be considered, following the same process. Banners are advertised and hung for no more than a consecutive 14-day period.
5. Banner reservations are on a first come first serve basis. Applicants may apply for more than one banner/event; however, after approval and placement of two banners/events, per organization, the applicant may apply for a third or fourth banner application. The third or fourth application will be considered based on availability and on a case-by-case basis.

Please note, one (1) event can only be advertised twice (2) in the calendar year.

Banner Specifications

1. Please review the banner specifications attached to this policy as Exhibit A.
2. Banners shall be dropped off at the Public Works yard two weeks before the first day of the reserved week.
3. The Public Works Department will review the banner and specifications to ensure it meets all of the requirements listed in the specifications. In the instance that it does not, the organization will be asked to supply a new banner adhering to the specifications provided.

4. Placement of the banner is Monday through Sunday. There is no discount for short weeks. Banners will be hung the next working day if your banner falls on a city-observed holiday.
5. The Public Works Director will use discretion to resolve any issues arising from the implementation of this banner policy and will review all banners to ensure that they comply with Caltrans specifications for banner size and weight.
6. The Public Works Director will also review and approve the appropriateness of the banner content and has the discretion to reject banner applications. Please include a digital proof of the banner in your application. If it is already printed (repeat event), you may send a photo of the banner.

Deadline and Fees

1. Submission Deadlines
 - December 1st, apply for January-March Banner Placement.
 - March 1st, apply for April-December Banner Placement.
2. The Public Works Department will begin to contact applicants two months before their requested banner reservation to reserve their specified week. **Example:** July banner applications will reviewed in May.
3. The banner payment of \$200.00, payable by cash, check, or credit card, secures your placement and is non-refundable unless your digital banner proof is not approved. The Public Works Department will contact the applicant one month prior to the approved reservation date to obtain payment.

Banner applications are available at <https://ojai.ca.gov/554/Banner-Program>

Questions? Please call (805) 646-5581, x200.

Exhibit A

City of Ojai Banner Specifications

- ◆ All Banners must be 30 inches in height and between 23 to 25 feet long.
- ◆ All Text and Graphics must convey your message clearly. All letters and graphics must be at least 5 inches in height and clearly legible.
- ◆ No Sponsor(s) shall be listed or displayed in any form on the banner.
- ◆ Banner must have reinforced side (1 inch wide) with nylon rope in between reinforced sides.
- ◆ First 2 grommets on each end of the Banner need to be placed 12 inches apart to prevent the sides of the banner from sagging. (see example banner below)
- ◆ Grommets need to be placed at 24 inches along the top and bottom and the grommet center should be no more than 1 inch from the edges.
- ◆ 4 “U” shaped air vents for ventilation.

SAMPLE BANNER

