

**TITLE 16
SIGNS¹**

Chapters:

- 16.04 (Repealed by Ord. MC-92, 8-18-81)
- 16.08 (Repealed by Ord. MC-92, 8-18-81)
- 16.12 Political Signs (Repealed by Ord. MC-1416, 8-17-15)
- 16.16 Street Banner Permit
- 16.18 Unauthorized Signs on Public Property

**Chapter 16.04
(Repealed by Ord. MC-92, 8-18-81)**

**Chapter 16.08
(Repealed by Ord. MC-92, 8-18-81)**

**Chapter 16.12
POLITICAL SIGNS
(Repealed by Ord. MC-1416, 8-17-15)**

**Chapter 16.16
STREET BANNER PERMIT**

Sections:

- 16.16.010 Filing of application
- 16.16.020 Granting of permits
- 16.16.030 Duration of permit
- 16.16.040 Deposit
- 16.16.050 Erection and removal of street banner
- 16.16.060 Standard specifications
- 16.16.070 Appeal

¹ For statutory provisions on local regulation of signs, see Gov. Code §§38744 and 65850 and Bus. and Prof. Code §5229 et seq.; for additional sign provisions in this Code, see Ch. 19.60.

16.16.010 Filing of application

- A. A street banner is defined as a banner extended over a public street or other public property, either on an established bridge or independently suspended. The locations permissible for the erection of street banners within the City of San Bernardino are:
1. The "E" Street pedestrian foot bridge between the Maruko [Radisson] Hotel and Convention Center and Central City Mall. The banner will be installed on hand rails on the south side of the bridge, facing northbound traffic.
 2. On "E" Street, immediately north of Church Street. The banner will be installed between streetlight standards, facing northbound traffic; Requests for street banner installation at any other location within the City of San Bernardino over a public street will require approval of the City Administrator.
- B. An applicant for a street banner permit shall obtain, complete and file with the City Administrator an application which shall contain the following.
1. The location, dimensions and purpose of the banner;
 2. A facsimile of the proposed banner;
 3. The proposed date when the banner will be installed, which must be at least ten (10) days after the date of the application;
 4. The proposed date when the banner will be removed;
 5. A hold harmless clause in language approved by the City Attorney.

(Ord. MC-689, 12-08-89; Ord. 3804, 2-08-79; Ord. 2802, 3-14-67; Ord. 821, 8-09-21)

16.16.020 Granting of permits

Permits for street banners issued under this Chapter shall be granted only to non-profit civic organizations or governmental bodies for the purpose of bringing to the attention of the public the events which are of a general public interest, or of welcoming conventions or similar gatherings and shall be subject to such terms and conditions as shall be reasonably imposed. No permits shall be issued to further political or religious purposes, or purposes primarily involving private financial gain. Nothing in this Chapter shall be construed to prohibit the issuance of a permit for a street banner welcoming the convention or similar gathering of a private, religious or political organization.

(Ord. MC-689, 12-08-89; Ord. 3804, 2-08-79; Ord. 2802, 3-14-67; Ord. 821, 8-09-21)

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16.16.030 Duration of permit

Permits for street banners shall be granted for a period of not more than seven days unless a longer period is specifically requested and justified due to special or extraordinary circumstances.

(Ord. MC-689, 12-08-89; Ord. 2802, 3-14-67; Ord. 821, 8-09-21)

16.16.040 Deposit

Each applicant shall make a deposit of money with the City, in an amount specified by resolution, to cover the costs of permit issuance and the cost of erection and removal of each banner where required by this Chapter.

(Ord. MC-689, 12-08-89; Ord. MC-427, 1-25-85; Ord. MC-144, 3-16-82;
Ord. 3804, 2-08-79; Ord. 2802, 3-14-67; Ord. 821, 8-09-21)

16.16.050 Erection and Removal of Street Banner

Each such banner shall be furnished by the applicant at its cost, at least one day prior to the date the banners to be erected. Each street banner shall be erected and removed by the City.

(Ord. MC-689, 12-08-89; Ord. MC-427, 1-25-85;
Ord. 2802, 3-14-67; Ord. 821, 8-09-21)

16.16.060 Standard specifications

Each banner shall be constructed in conformity with the specifications and requirements of the City, as adopted from time to time by resolution.

(Ord. MC-689, 12-08-89)

16.16.070 Appeal

An applicant may appeal to the Common Council from the denial of a permit, or from the terms and conditions of a permit. Such appeal shall be in accordance with the provisions of Chapter 2.64 of this Code.

(Ord. MC-689, 12-08-89; Ord. MC-410, 9-17-84; Ord. 3804, 2-08-79; Ord. 821, 8-09-21)