



# CITY OF KIRKLAND VERTICAL BANNER PROGRAM PERMIT GUIDELINES

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## Vertical Banner Program

The purpose of the City's Banner Program is to allow for the display of public service messages relevant to the Kirkland community or promote an event taking place within city of Kirkland limits.

## Locations Available

Vertical street banners installed over the sidewalk at:

### **Central Business District**

- Lake Street & Central Way
- Lake Street & Park Lane
- Lake Street & Kirkland Avenue
- Kirkland Avenue @ Heathman Hotel
- Lake Street @ Anthony's Restaurant
- 228 Central Way
- 230 Central Way

### **Lakeview Neighborhood**

- 425 Lake Street @ Sands Condos
- 510 Lake Street
- Lake Street @ Brinks Park North
- Lake Street @ Brinks Park South
- Lake Street @ Houghton Beach Volleyball Ct.
- 5808 Lake Washington Boulevard
- 5612 Lake Washington Boulevard
- 5501 Lake Washington Boulevard

### **Juanita Neighborhood**

- Juanita Drive @ Bayview Condos
- 100<sup>th</sup> Avenue NE & NE 125<sup>th</sup> Drive
- 100<sup>th</sup> Avenue NE & NE 132<sup>nd</sup> Street
- 116<sup>th</sup> Way NE @ Park N' Ride
- NE 124<sup>th</sup> Street @ Emerson Apts.
- 98<sup>th</sup> Avenue NE @ Juanita Bay Boardwalk

### **Totem Lake Neighborhood**

- 120<sup>th</sup> Avenue NE & NE 128<sup>th</sup> Street

## General Information

- **Application:** Applications are accepted up to six months, but no later than one month, prior to the requested installation date. Reservation of any one site is limited to no more than one reservation per calendar month by any one group.
- **Fees:** A non-refundable \$75.00 Permit Fee and Installation Fees are due at the time of application.
  - Installation Fees
    - \$150.00 = 1 - 8 vertical banners
    - \$15.00 = Each additional banner

Checks should be made payable to City of Kirkland. Credit card payments are accepted in person at the cashier's desk with advance notice.

- **Delivery:** Banners must be delivered to the Public Works Maintenance Center, 915 8<sup>th</sup> Street, the week prior to installation. Maintenance Center hours are 6:30am - 3:30pm, Monday-Friday, closed holidays. Late banners will be installed as workload allows.
- **Duration:** Banners are installed no more than two weeks in advance of an event and are removed the first business day following an event.
- **Pickup:** Banners must be picked up within three days of the removal date. Any banner not picked up within four days of removal will be considered abandoned and disposed of without further notice to the applicant.



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## **Banner Specifications**

Banners shall meet the following criteria:

**Message/Design:** Draft artwork must be submitted at the time of application for City review and approval.

- Message shall reflect a public service message relevant to the Kirkland community or promote an event taking place in Kirkland.
- Message must be nonreligious and nonpolitical in nature.
- May not advertise or promote the sale of any product, commodity, or service.
- May not include distractions which pose traffic hazards (i.e. QR code, words such as “stop”, “look”, “danger”) KZC 100.10, KZC 100.85
- Sponsor logo or business/organization name may be placed on banner but may take up a boxed area no greater than 15% of the banner size.

**Construction:** Banners must have a professional appearance and quality. Applicants are encouraged to have banners manufactured or produced by a banner company. The City may reject banners that are deemed to not meet these standards.

- Shall be exactly 60” high x 30” wide in size.
- Must be constructed of a good grade of canvas or similar material that will not stretch or distort out of shape.
- Must have 2 reinforced grommets; one on top and one on bottom placed approximately ½” – ¾” from center of grommet to finished edge. See graphic at right.
- Top and bottom pole sleeves must be 2” each and reinforced.
- Must be printed on both sides.



The City of Kirkland is not responsible for damage or loss of banners caused by weather, graffiti, theft, vandalism, etc.

Complete and submit the application and draft design online. Mail or deliver the fees to:	For more information contact:
City of Kirkland Parks & Community Services Attn: Special Event Services 123 Fifth Avenue Kirkland, WA 98033	Parks & Community Services Sudie Elkayssi, Special Projects Coordinator (425) 587-3347 <a href="mailto:selkayssi@kirklandwa.gov">selkayssi@kirklandwa.gov</a> <a href="http://www.kirklandwa.gov/specialevents">www.kirklandwa.gov/specialevents</a>
<p><b>Alternate Formats:</b> Persons with disabilities may request materials in alternative formats. Persons with hearing impairments may access the Washington State Telecommunications Relay Service at 711.</p> <p><b>Title VI:</b> It is the City of Kirkland’s policy to ensure full compliance with Title VI of the Civil Rights Act of 1964 by prohibiting discrimination against any person on the basis of race, color, national origin or sex in the provision of benefits and services resulting from programs and activities. Any person who believes his/her Title VI protection has been violated, may file a complaint with the City of Kirkland. For questions regarding Kirkland’s Title VI Program, or to file a complaint with the City of Kirkland contact the City’s Title VI Coordinator at 425-587-3011 or <a href="mailto:TitleVICoordinator@kirklandwa.gov">TitleVICoordinator@kirklandwa.gov</a>.</p>	