

# City of Bellaire

**City of Bellaire**  
**Request to Post Event Signage on Bellaire Esplanade**  
Questions, call 713-662-8286  
Cheryl Bright  
[cbright@bellairetx.gov](mailto:cbright@bellairetx.gov)

Date: \_\_\_\_\_

Fee: \_\_\_\_\_  
Processing Fee \$30

Name of Organization: \_\_\_\_\_

Contact Name & Daytime Phone #: \_\_\_\_\_

Mailing Address of Organization: \_\_\_\_\_

Name & Type of Event: \_\_\_\_\_

Address of Event, if different from mailing address: \_\_\_\_\_

Dates of Event: \_\_\_\_\_ Dates signs will be displayed: \_\_\_\_\_

**Location of Signs:** Choose one or two, only

These locations are the only approved locations and are on the Bellaire Esplanade:

1. **NE** corner of South Rice at Bellaire
2. **SE** corner of South Rice at Bellaire
3. **SE** corner of Bellaire at First Street (**Minimum of 25' back from signal light pole**)
4. **West end** of the esplanade at Newcastle at Bellaire (**Minimum of 25' back from signal light**)

## **SIGN POLICY**

1. The Community Relations Administrator shall have the authority to approve requests for posting signs.
2. An application and image of sign must be signed and submitted to the City Manager's Office a minimum of two (2) weeks prior to the event.
3. Sign(s) must be a minimum of 3'x6' may be no larger than 4' x 8' in dimensions. Signs must be of a sturdy material that can be secured to withstand winds and other weather conditions. Applicant bears the responsibility of monitoring sign(s) to insure public safety. Banners or signs of a fabric base are not recommended.
4. A maximum of two (2) signs will be permitted for display, per event.
5. Sign(s) may be installed for one (1) week prior to the event.
6. Sign(s) should be removed from esplanade with 24 hours from the close of the event or they will be removed and disposed of by the City.

Approved: \_\_\_\_\_

Signature of Applicant: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_

## Esplanade Sign Eligibility

“Only Non-Profits, Service Organizations and Short Term Rental Customers of City facilities may apply to the Parks, Recreation & Facilities Department for the required permit to advertise their event in designated locations on the Bellaire Boulevard Esplanade. Applications must be submitted a minimum of two weeks prior to their organized event. These locations are permitted on a first-come, first-served basis and there is no allowance for location sharing between such qualified applicants.”

### Definitions:

**Non-Profits:** Associations, charities, cooperatives, tax exempt and other voluntary organizations formed to further cultural, educational, religious, professional or public service objectives, which do not distribute surplus funds to owners or shareholders, but instead uses them to help pursue its goals.

**Service Organization:** Services volunteered by individuals or an organization to benefit a community or its institutions.

**Short Term Rental:** Person or Organization renting a City facility for a single event, whose rental agreement, park permit or special event permit will terminate on a specific date. Short term rentals should be prepared to make available your lease agreement or permit with the City to confirm eligibility for an esplanade sign permit.