



BANNERS ON PUBLIC PROPERTY

POLICY

The temporary display of banners or free-standing signs on public property is limited to banners/signs which advertise local public events. Display of banners or free-standing signs must be approved, scheduled and coordinated by the Parks and Recreation Department, with the exception of the display of banners on light poles along Great America Parkway, for which application must be made to the City Manager's Office. Banner applications will be approved on a first-come, first-serve basis.

Banners/signs on public property are presently only allowed at Civic Center Park and Central Park Library on special stands; on the fence at Larry J. Marsalli Park at the corner of Lafayette Street and El Camino Real; and on twenty light poles along Great America Parkway (between Mission College Blvd. and Tasman Dr.).

PROCEDURE

Banners Along Great America Parkway (20 Banners Maximum)

1. The following guidelines apply:
 - ◆ Banner displays are allowed only for promoting non-political, non-religious public events, or for promoting non-profit organizations located in Santa Clara. If the banners are for an event, the event must be sponsored by a non-profit organization or by an organization booked in the Santa Clara Convention Center for an event scheduled in the Center.
 - ◆ Banners must be vertical and measure not more than 7 feet high by 2.5 feet wide. Tops and bottoms must be hemmed with pockets deep enough to accommodate the bracket hardware and with openings at the ends. Banners must be made of durable cloth, canvas or vinyl.
 - ◆ The banner artwork must be approved by the City Manager's Office.
 - ◆ Banners promoting specific events cannot be hung more than 14 days prior to the start of the event and must be removed within three days after the completion of the event. Banners promoting non-profit organizations are allowed for a period not to exceed six months.
 - ◆ The event sponsor or non-profit organization must arrange for a contractor to install and remove the banners, at no expense to the City. The City will provide the hardware necessary to mount the



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banners to the light poles.

2. An event or organization representative must complete a banner application, available from the City Manager's Office, and return it at least two weeks prior to the date of the requested installation. A copy of the proposed banner artwork, along with proof of applicant's non-profit status or Santa Clara Convention Center booking must be included with the application.
3. Upon approval of the banner application, the contractor who will hang the banners may proceed with the installation. If City banners are currently hanging on Great America Parkway, the applicant is responsible for removing and re-hanging the City banners.

Banners/Signs at the Other Approved Locations

1. The following guidelines apply:
 - ◆ Banner display is limited to banners or signs advertising local public events of a non-commercial, non-political, and non-religious nature. The event must be free of charge or aimed at raising funds for the Santa Clara non-profit sponsor.
 - ◆ Banners to be displayed at Civic Center Park or Central Park Library must be 10 feet 9 inches by 4 feet. Banners to be hung on the fence may not exceed 90 square feet.
 - ◆ Banners must be purchased and hung by the event sponsor (Exceptions: the City will hang banners at Civic Center Park and Central Park).
 - ◆ Banners cannot be hung more than 14 days prior to the start of the event and must be removed within 5 days after the completion of the event.
 - ◆ If the banner is to be attached to the fence, the applicant should affix the banner in a way that will not damage the fence. All material used to fasten the banner must be completely removed when the banner is removed.



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2. A representative of the Santa Clara non-profit sponsor must apply at the Community Recreation Center for the banner/sign display. Application must be made at least three weeks in advance of the display date. The applicant should provide:
 - ◆ Information about the event, including the requested dates for the banner/sign display;
 - ◆ Proof of non-profit status, for example, federal tax-exempt evidence.

Reference: Council-approved policy dated 4/21/98, as amended January 2011