



## **BANNER POLICY**

### **PURPOSE**

To establish clear guidelines for the placement of allowable publicity on City-owned property to communicate information regarding public events, events at public facilities, or to promote amenities of general interest to the community.

### **POLICY**

A banner permit grants permission to temporarily occupy designated banner locations on City property for the purpose of providing notice to residents and visitors of Santa Clara about City-sponsored, City-funded, City-wide special events and to promote amenities and services relating to recreational, cultural, athletic, education, entertainment or social services throughout the City but are limited to non-commercial, non-political and of a non-religious nature. Banners on City property must be approved, scheduled and coordinated by the City Manager's Office.

Display of free-standing signs on public property are presently only allowed at Civic Center Park, Central Park and Live Oak Park on special stands and on the fence of Larry J. Marsalli Park at the corner of Lafayette Street and El Camino Real and are limited to advertising local public events which are non-commercial, non-political, and of a non-religious nature. The event must be free of charge or aimed at raising funds for a Santa Clara non-profit sponsor. The display free-standing signs on public property must be approved, scheduled and coordinated by the Parks and Recreation Department.

The banner permit fee is subject to the Annual Fee Schedule as adopted by the City Council.

The following guidelines apply for street pole banners:

- Banners on City-owned light poles must be vertical and measure not more than 84 inches high by 30 inches wide for the light poles along Great America Parkway and 84.5 inches high by 30 inches wide for the light poles along El Camino Real. 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.

A completed banner design (text and graphics) must be submitted to the City Manager's Office at time of application, including proof of application fee from the Finance Department.

- Banners promoting specific events cannot be hung more than 30 days prior to the start of the event and must be removed within

## BANNER POLICY (cont.)

five (5) days after the completion of the event.

- Once approved, applicant must arrange for the production of the banners and for a contractor to install and remove the banners, at no cost to the City.
- A maximum of ten (10) banners total may be hung within each display area either on El Camino or on Great America Parkway for a total maximum of 90 banners per application (reference Light Pole Maps).

The following guidelines apply for free-standing signs on public property:

- Space is limited to available sites noted and the City has priority use.
- Banners to be displayed at Civic Center Park, Central Park and Live Oak Park must be 10 feet, 5 inches by 4 feet, 4 inches (152 x 52 inches total). Banners must have 4 grommets across the top, 4 across the bottom and one additional on each side.
- Marsalli Park banners cannot exceed 45 square feet in area. Banners must have 4 grommets across the top, 4 across the bottom and one additional on each side. Marsalli Park banners will be hung and removed by the event sponsor. If the banner is to be attached to the fence, 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.
- Banners promoting specific events cannot be hung more than 14 days prior to the start of the event and must be removed within five (5) days after the completion of the event.
- Once approved, banners will be hung by City of Santa Clara staff and should be dropped off at the Community Recreation Center prior to the requested display date. Banners must be collected within one (1) week after the event. *(Exception is for Marsalli Park where approved applicant may hang own banner and remove within five (5) days after the completion of the event)*

All applications will be processed on a first-come, first-served basis. If multiple applications request that banners be installed at the same location during the same time frame, the City Manager, or designee, will make final approval based on any or all of the following circumstances: number of applications requesting to hang banners, number of banner locations requested by each applicant, banner installation history and proximity of banners to event site or venue. The overall goal is to make reasonable accommodations that are in the best interest of all applicants.

## BANNER POLICY (cont.)

### PROCEDURE

The City of Santa Clara assumes no responsibility for damage to banners while they are on display.

Applications to place banner displays on City-owned property are available for the applicant's convenience on the City's website and in the City Manager's Office.

1. Applicants submit a completed application (including required attachments) to the City Manager's Office at least ninety (90) days prior to the requested installation date and remit payment to the Finance Department. Applications received less than ninety (90) days prior to the requested installation date are subject to the City's ability to facilitate the request. Banner applicants may apply for banner locations up to 1 year prior to their installation date.
2. Upon approval of the application, the contractor who will hang the banners may process with the installation. If City banners are currently hanging on the requested poles, the applicant is responsible for removing and re-hanging the City banners.
3. If applying for a banner on public property, a representative of the Santa Clara non-profit sponsor must apply at the Community Recreation Center for the banner/sign display. Applicant must provide proof of non-profit status, for example, federal tax-exempt evidence.

Applications to place free standing banner displays on public property are available for the applicant's convenience on the Community Recreation Center.

1. Applicants submit a completed application (including required attachments) to the Community Recreation Center at least ninety (90) days prior to the requested installation date and remit payment to the Finance Department. Applications received less than ninety (90) days prior to the requested installation date are subject to the City's ability to facilitate the request. Banner applicants may apply for banner locations up to 1 year prior to their installation date.
2. Applicant must provide proof of non-profit status, for example, federal tax-exempt evidence.

Attachments:

Map of Location Areas on Great America Parkway

Map of Location Areas on El Camino Real