



BANNER DISPLAY REQUEST

Updated April 2023

POLICY:

The display of banners or freestanding signs on public property is limited to banners that advertise local, public events of a non-commercial nature. Event must be free of charge or aimed at raising funds for the non-profit sponsor. Display of banners on freestanding signs or public fences must be approved, scheduled and coordinated by the City of Santa Clara Parks & Recreation Department.

Banners on public property are presently allowed at the following locations:

- Civic Center Park (Lincoln Street and El Camino Real)
- Central Park (Kiely Boulevard at Kaiser Drive)
- Live Oak Park (641 Morland Way) and
- Larry J. Marsalli Park (the corner of Lafayette Street and El Camino Real).

APPLICATION PROCESS:

- **Who can apply?**
 - Only City of Santa Clara non-profit organizations may apply (i.e., an association or corporation that is not operated for profit or livelihood).
 - Applicant must show proof of non-profit status.
- **What do I need to do to apply?**
 - Applications and proof of non-profit status must be submitted to the Community Recreation Center, a minimum of three weeks in advance of requested display date and no sooner than one year in advance.
 - In-person to 969 Kiely Boulevard
 - By email to PRCustomerServe@SantaClaraCa.gov
 - By fax at 408-261-9416
 - There is no application fee.
- **What is the timeline?**
 - Space is available on a "first-come, first-served" basis. Space is limited and applications will be denied if space is full.
 - Applications will be accepted no sooner than 1 year in advance of display date and no later than 14 days in advance of display date.
 - Application changes must be submitted 14 days or more in advance of display date.
 - Allow 7-10 working days for approval.

BANNER GUIDELINES:

- **Size Requirements**
 - Banners at Larry J. Marsalli Park cannot exceed 45 square feet.
 - Banners at all other sites must measure 125 inches wide by 52 inches high and have seven (7) grommets on the top and bottom and four (4) on each side.
- **Hanging Banners**
 - Central Park, Live Oak Park and Civic Center Park banners should be dropped at the Community Recreation Center no later than the Friday before permit start date.
 - Larry Marsalli Park - Organization will be responsible for hanging and removing their own banner, following permitted dates. The City does not supply hanging materials.
 - Banners must be removed **by the organization** at all banner posts by permitted end date. All zip ties must be removed when removing the banner.
 - Failure to pick up banners in a timely manner may result in banners being destroyed.

City of Santa Clara Banner Display Application

Organization Name: _____

Organization Address: _____

Organization Phone: _____

Applicant Name: _____

Applicant Phone: _____

Applicant Address: _____

Applicant Email: _____

Event Name: _____

Event Dates: _____

Event Charge: _____ Fundraising? Yes No

Requested Banner Display Dates (two weeks maximum): _____

Sites Requested (check those requested):

Civic Center Park (corner of Lincoln Street and El Camino Real)* City will hang banner, organization responsible for removing

Central Park (Kiely Boulevard at Kaiser Drive)* City will hang banner, organization responsible for removing

Live Oak Park (641 Morland Way)* City will hang banner, organization responsible for removing

Larry J. Marsalli Park (Lafayette Street and El Camino Real) Organization Responsible for hanging and removing banner

Proposed size (Marsalli Park Only): _____ inches wide x _____ inches tall

*Civic Center Park/Central Park/Live Oak signs must be exactly 125 inches long and 52 inches high, plus have seven (7) grommets on the top and bottom, and four (4) on each side

Indicate Banner Information in Box >

For Office Use only

Approved Not approved

Authorized Signature: _____

Date: _____

Permit No. _____