

City of San José
Temporary Banner Program

Temporary Banner Application and Guidelines

Office of Economic Development
200 East Santa Clara Street
San José, CA 95113

Tel: (408) 535-8186
Fax: (408) 292-6719

Revised: July 20, 2010

PROCESS FOR THE INSTALLATION AND REMOVAL OF TEMPORARY BANNERS

PURPOSE

In order to communicate information regarding public events, events at public facilities or City information of general interest to the community, the City of San Jose has established the temporary banner program, to hang vertical banners on City light poles in the public right of way.

PROCESS

The following is the process for the use of temporary banners in the City of San Jose.

1. **Applicants** submit a completed application (including required attachments) to the Office of Cultural Affairs (**OCA**), at least ninety (90) days prior to the requested installation date. Applications received after the deadline date is subject to the City's inability to facilitate the request.
2. **OCA** will review the application and coordinate the request with the Department of Transportation (**DOT**).
3. Up to 90 days prior to installation date, all applications will be reviewed and, in most cases, approved on a first come, first served basis. However, if multiple applications request that banners be installed at the same location during the same time frame, **OCA** 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 **Applicants**, 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**.
4. Banner **Applicants** may apply for banner locations up to 1 year prior to their event or installation date. **Applicants** that have installed banners the previous year may apply up to 2 years prior to their event or installation date.
5. **Applicant** must submit banner art work and receive approval by **OCA** prior to having banners produced.
6. **DOT** personnel install and remove banners at a cost of **\$44.00** each. For safety reasons, **DOT** crews cannot hang banners during inclement or hazardous weather conditions.
7. **OCA** will advise **Applicant** of application approval or denial. Prior to the installation, a banner authorization letter, including cost, approved location(s), installation and removal dates will be sent to the **Applicant**. **Applicant** shall sign and return letter to **OCA** prior to the start of the installation.

**PROCESS FOR THE INSTALLATION AND REMOVAL
OF TEMPORARY BANNERS (Continued)**

8. **Applicant** is required to deliver approved banners to:
City's South Yard
Attn: Steve Yaeger
4420 Monterey Road
San Jose, CA. 95111
9. Banner must conform to the required size and hem depth in order to be installed, 8' x 2.5' (96" x 30") including 7 inch pockets top and bottom of each banner
10. After removal, **Applicant** will be advised to pick up the banners at the City's South Yard. Banners can also be shipped to **Applicant** upon removal, (with shipping arranged and delivery charges paid in advance by the **Applicant**). Banners that are not picked up 14 days after **Applicant** was advised to remove banners from storage will be discarded. The City does not have the ability to store banners for any extended time.
11. The City is not responsible for storing privately owned materials, such as banners, nor for the security of installed banners, and will not be responsible for damaged, lost, missing or stolen banners while in the City's procession.
12. After the banners have been removed, **OCA** will send an invoice for services to **Applicant**. **Applicant** has up to 30 days from date of invoice to submit payment.
13. As of July 1, 2008, if more than 10 banners are being delivered to the South Yard they can only be excepted if they are received in sturdy reusable container(s).
14. Banners not received in accordance with these provisions will most likely cause a delay of the banner installation process. Banners cannot be hung unless all conditions are met prior to installation.

At any time, there may be banner sites that are not available because of construction, missing hardware, accident, maintenance or other reasons.

GENERAL GUIDELINES FOR TEMPORARY BANNERS

TYPE OF BANNER

- VERTICAL BANNERS
 - **2.5' width x 8' height total length (including 7 inch pockets)**
(see banner schematic)
 - **7 inch deep pockets on each end of banner** (necessary to fit the City of San Jose's decorative sidearms)
 - Banner must be made of durable cloth, canvas, nylon or vinyl

TYPE OF EVENT

- Political, Private or Commercial Advertising are not allowed
- Banners must be City endorsed, or be an Activity of general interest to the public

BANNER INSTALLATION

- Banners are hung only on City light poles outfitted with banner sidearms
- The number and location of banners to be approved by OCA
- Only DOT staff is permitted to install banners on City light poles
- There are approximately 400 locations available within the downtown core and an additional 250 locations outside of downtown, typically on major streets
- Banners are installed or removed during light traffic and fair weather conditions
- DOT installation or removal dates can vary

PERMIT / INSURANCE REQUIREMENTS

- City will issue a letter to **Applicant** permitting the installation of the banners
- **Applicants** are not required to submit insurance to the City

TIME OF INSTALLATION

- Banners can be installed 14 days prior to activity and remain up through activity
- Banners must be temporary (less than 30 days, depending on length of activity)
- For each 100 banners installed, the City requires 1 additional week installation lead time
- Banners are typically removed following event, without delay
- DOT reserves the right to install, inspect, repair, modify and remove banners on an overtime basis, **Applicant** may be responsible those costs
- Christmas banners cannot be installed until after Thanksgiving Day

COST / BILLINGS

- Cost to install each banner is **\$44.00 (as of July 1, 2009)**
- City invoices Applicants approximately 30 days after banners are removed
- Payment is due within 30 days from date of invoice

GUIDELINES FOR IDENTIFYING EVENT ORGANIZERS, EVENT SPONSORS OR BANNER SPONSORS ON BANNERS

BANNER SPONSORSHIP

Event organizers, event sponsors and banner sponsors may be identified on public information banners approved by OCA for installation in the public right-of-way as set forth in these Guidelines. For purposes of these Guidelines:

- An “event organizer” is a person or organization designated as the “event organizer” for a particular event;
- An “event sponsor” is a person or organization designated as an official event sponsor by the event organizer; and
- A “banner sponsor” is a person or organization designated by the event organizer as having paid for, or substantially contributed to, the cost of supplying the banners for the event.

An event organizer, an event sponsor or a banner sponsor may be named on a public information banner under the following circumstances:

1. The name is necessary to identify the event, e.g., the name of the organization or sponsor is part of the name of the event (Mercury News 10K), or, in the case of a performance event, the organizer or sponsor is the performing entity (Swan Lake performed by Ballet San Jose).
2. Either (a) one event organizer logo (no larger than 36 square inches) or (b) the name of the event organizer (in letters up to three inches in height) may be included on the banner. The logo must be the event organizer’s official organization logo (e.g., official corporate logo), not simply a graphic related to the organization or its products.
3. Additionally, each banner may also identify the logo(s) or name(s) a maximum of three (3) different event sponsors and/or banner sponsors, subject to the size limitations in Subsection 2 above. If there are multiple event sponsors and/or banner sponsors, each sponsor can be identified on banners as long as only a maximum of three (3) sponsors are identified on each banner.

Moreover, if an event was titled “Sybase Open Sponsored by PacBell,” the banners could only include “Sybase Open” as the event name, because “Sponsored by PacBell” is not necessary to identify the event. If desired, PacBell could be considered an event sponsor and be identified on the banner as outlined in Subsection 3.

Except for the straightforward identification set forth in the above Guidelines, banners may not otherwise reflect event organizers, event sponsors or banner sponsors.

The banner design may not include advertising themes or graphics related to the organizer or to a sponsor. As an example, if Camel Cigarettes were an event sponsor, the banners could not include a graphic of Joe Camel.

BANNER APPLICATION

OFFICE OF ECONOMIC DEVELOPMENT/

200 East Santa Clara Street

SAN JOSE, CA. 95113

TEL: 408-535-8186

FAX: 408-292-6719

I. APPLICANT INFORMATION

APPLICANT ORGANIZATION: _____	
ADDRESS: _____	ZIP CODE: _____
CONTACT PERSON: _____	
PHONE: [_____]	FAX : [_____]
E-MAIL: _____	WEB SITE: _____
EVENT NAME: _____	EVENT DATE(S): _____
DATE INSTALLED: _____	DATE REMOVED: _____
NUMBER OF VERTICAL BANNERS TO BE INSTALLED: _____	
BANNER MESSAGE: _____	

II. REQUIRED ATTACHMENTS

BANNER LOCATION SITE MAP	<input type="checkbox"/>
BANNER DESIGN, COLORS, WORDING AND DIMENSIONS	<input type="checkbox"/>

III. ACKNOWLEDGMENT

I HEREBY ACKNOWLEDGE THAT I HAVE RECEIVED THE BANNER GUIDELINES LITERATURE.	
I CERTIFY THAT ALL THE INFORMATION CONTAINED IN THIS APPLICATION IS TRUE AND CORRECT TO THE BEST OF MY KNOWLEDGE.	
Representative _____	Date _____
Title _____	Signature _____

FOR OFFICE USE ONLY

APPLICATION APPROVED <input type="checkbox"/>	APPLICATION DENIED <input type="checkbox"/>	BY _____
DATE _____	ESTIMATED COST _____	NUMBER APPROVED _____