

## **Policy 2.5.2 Banners**

---

### **POLICY PURPOSE:**

The purpose of this policy is to set forth the provisions related to banners, both on street poles and at City-owned sites.

The objective of banners at City-owned sites is to promote community events. The objectives of the banners on street poles program varies by location as follows:

1. Mathilda Avenue/Downtown Area Street Pole Banner Program objectives:
  - Highlight downtown and gateways into downtown
  - Strong theme content for promotional purposes
  - Traffic builder to bring people into the downtown area.
  
2. El Camino Real Street Pole Banner Program objectives:
  - Identify the El Camino Real corridor in Sunnyvale
  - Create a more aesthetically attractive streetscape and reduce the visual clutter
  - Implement adopted plans and policies related to El Camino Real
  - Promote El Camino Real as a shopping destination and increase sales.
  
3. The banners on street poles program also allows public service messages (consistent with City policy) sponsored by public agencies, and promotion of community events sponsored by the City or by nonprofit agencies serving the Sunnyvale community.

### **POLICY STATEMENT:**

#### **Banners on Street Poles**

City Use: Promote City identity and economy by using street pole banners on Mathilda Avenue and in the Downtown Area (81 banners) and along El Camino Real (64 banners)

Banners shall be changed as often as allowed by allocated annual budget.

Other Agencies: Promote public service messages sponsored by public agencies, and promotion of community events by community organizations by allowing use of street pole banners on Mathilda Avenue and in the Downtown Area (81 banners) and along El Camino Real (64 banners and up to 10 additional banners).

1. Message on banners to be consistent with City policies.

## COUNCIL POLICY MANUAL

2. All costs including the possibility of 10 additional street pole banners shall be borne by the sponsoring organization(s). Cost to be amortized and spread among the users.
3. Staff to be flexible in allowing diverse banners to be displayed simultaneously.
4. Criteria for banners as noted in the attached statement regarding Banner Requirements.

### **Banners at City-Owned Sites**

There are two sites in the City used for banners: the corner of Wolfe and El Camino Real, and the front of the Community Center on Remington Avenue.

Events in which the City is a substantial partner (i.e. the City is providing at least 50 percent of the budget costs through financial and/or in kind support) have equal priority for banner space as events sponsored entirely by the City and are thus exempt from the following requirements.

For all other organizations applying to use a City site to display a banner at City-owned sites:

1. The banner may be used only to promote a community event.
2. Admission to the event must be free and open to the public, and the event must be expected to draw at least 500 attendees.
3. A community event application must be submitted. Any organization that does not submit a community event application or whose event is not granted approval is not eligible to post banners at the City's banner locations.
4. Pending the community event application review and approval, the organization may request banner placement by submitting a banner application. A master log of banner requests will be maintained to track the date requested, organization, event, desired placement dates, and status of community event application. Priority will be given to requests in the following order:
  - a. Community events sponsored entirely by the City of Sunnyvale or in which the City is a substantial partner. (The City is a "substantial partner" if the City is providing at least 50 percent of the budgeted costs through financial and/or in-kind support.)
  - b. All other community events.

## COUNCIL POLICY MANUAL

The City will make a reasonable effort to request banner space in a timely manner so other organizations have ample notice of space availability. Requests to display banners may be made up to one year in advance of requested dates.

5. Banners will be posted for no longer than two consecutive weeks per year.
6. Organizations will be charged a fee for banner placement on a cost-recovery basis. This fee will cover the cost of two Parks Division employees for one hour to hang the banner and one hour to take it down, with additional charges for overtime labor. Such fee is subject to change. Additional fees may be imposed for staff costs associated with scheduling the banner placements, collecting the display fees, and other associated costs.
7. Banner content is limited to displaying the name of the sponsoring organization, name of event, location, date, time, contact phone number, and web site. While a web site is optional, a phone number is mandatory to help guide the public to the appropriate organization rather than the City.
8. Criteria for banners as noted in the attached Banner Requirements.

(Approved: RTC 01-329 (9/25/2001))

Lead Department: Office of the City Manager