CITY OF SANTA CRUZ

Banner Program Application

Fax number (831) 420-5271

Must be submitted to the Parks and Recreation Department ***no less than four weeks prior to requested installation date.*** *Questions? Call the Parks and Recreation Department Office at (831) 420-5270.*

Contact Information:

Organization: _____

Contact Person:_____ Title:_____

Phone:_____ Alternate Phone:_____ Email:_____

Address:_____

City:_____ Zip:_____

Requested Installation:

Event/Activity to be promoted:_____

_____

Installation Date:_____ Removal Date:_____

Number of **Pacific Ave.** Banners:____ Number of **Long** Banners:____ Number of **Short** Banners:____
Requested Locations: Circle requested locations on attached map.

Please review Banner Program Policies and Specifications on the back of this application.

Attach to this form: a photo or drawing showing the banner design, wording and specifications. Note that if this application is approved, your banners must be received at the Park Shop in Harvey West Park, 300 Evergreen Street, one week prior to the installation date.

I understand the application process and the criteria for banners in the City of Santa Cruz and have attached the required documentation:

Applicant:_____ Date:_____

THANKS FOR YOUR APPLICATION. YOU WILL BE NOTIFIED WITHIN 2 WEEKS.

For Office Use Only:

Received by: _____ Date: _____

Approved by: _____ Date: _____

Fees Due: _____ Date Paid: _____

Faxed to Installer by: _____ Date: _____

City of Santa Cruz Banner Program Policy and Specifications

1. **Program Use:** Use of this program will be limited to announcements of activities and events held within the City or County of Santa Cruz, with priority given to activities within the City when conflicts occur. Both non-profit and for-profit organizations may use this program, but for-profit use is limited to events or activities that are of a cultural, historical or community support nature. Banners may not be used for political or commercial purposes (i.e., to advertise products or services).
2. **Banner Construction:**
   a. Dimensions:
      Before January 1, 2008:
      - Pacific Avenue Banners: 18″ wide, 36″ high
      - Long Banners (per attached map): 29″ wide, 84″ high
      - Short Banners (per attached map): 29″ wide, 52″ high

      After January 1, 2008:
      - Pacific Avenue Banners: 18″ wide, 36″ high
      - Long Banners (per attached map): 30″ wide, 84″ high
      - Short Banners (per attached map): 30″ wide, 60″ high

   b. Openings: 4″ pockets across the top and bottom with double stitched turn down; ½″ grommet at top and bottom outer edge.
   c. Approved Materials:
      - Acrylic (10 oz. per square yard with reinforced webbing)
      - Nylon (4 oz. per square yard with reinforced webbing)
      - Cotton Canvas (10 oz. per square yard)
      - Other fabrics with equivalent strength
   d. Existing banners which meet the width dimensions, but not other construction requirements, described above will be allowed through December 2007 upon staff approval.
3. **Banner Design:**
   a. Viewers must be able to read the banner within 2-3 seconds while driving by.
   b. Letter size on the General, Ocean Street, and Soquel Avenue Banners (where traffic is faster) should be no smaller than 3″ in height.
   c. The fewer words, the better. Let your graphics and a handful of words convey your message.
   d. Existing banners which do not meet the design standards above will be allowed through December 2007.
4. **Time Limits**: Banners may be installed for a minimum of two (2) weeks and a maximum of eight (8) weeks. Parks and Recreation Department may limit the maximum period for banners on Pacific Avenue to four (4) weeks, if multiple overlapping requests are received.
5. **Fees**: Fees for the placement of banners shall be set by the Parks and Recreation Director, and revised as needed to support costs. Fiscal year 2007 fees shall be:
   a. Up to 30 days:
      - Non-profit organizations: $30 per banner
      - For-profit organizations: $35 per banner
   b. 31-60 days:
      - Additional $5 per week, per banner
6. A "Banner Program Application" form must be submitted no less than four full weeks prior to the requested installation date. Applicants are encouraged to submit applications as soon as possible as availability may be limited.
7. The Banner Program Application must include a drawing, graphic, or photo of the proposed banner that includes all proposed wording and details the banner design and construction, as required by this policy.
8. Upon receipt of a Banner Program Application, Parks and Recreation Department staff shall verify that the proposed banner complies with all requirements of this policy.
9. If approved, Parks and Recreation Department staff shall sign the approval portion of the Application, and mail one copy to the Applicant. If the Banner Program Application is not approved, Parks and Recreation Department staff shall phone or email the Applicant to explain why.
10. Parks and Recreation Department staff will email or fax an invoice to the Applicant for the required fees. The reservation of the approved banner spaces shall not be considered confirmed until payment is received.
11. Completed banners must be delivered to the Park Shop in Harvey West Park, no less than one (1) week prior to the approved installation date.
12. Deviation from the approved banner design and specification is cause for the City to either refuse to install or to remove any banner.
13. Banners shall be removed on the approved removal date or as soon as possible thereafter. If banners remain up longer due to City staff or vendor scheduling, the Applicant will owe no additional fees. Removed banners will be held either in the Park Shop in Harvey West Park for pick-up by the Applicant or stored by the banner vendor, as pre-arranged by the Applicant. If removed to the Park Shop, banners must be picked up by the Applicant within one week of the removal date.