

# General Outdoor Banner Policy

## **Eligibility**

Events using the City's banner poles must meet the following criteria:

1. Only for public events
2. Events must take place in the greater Los Altos area (94022/94024)
3. Events must be non-sectarian, non-profit, and non-commercial
4. Events must be open to the greater Los Altos public, and designed to accommodate over 500 individuals (e.g. Glorious 4<sup>th</sup>, Fall Festival, Rotary Fine Art, Community Picnic, Festival of Lights Parade, etc.)

## **Priority for scheduling**

1. Eligible events sponsored by the City of Los Altos
2. Eligible events sponsored by the Town of Los Altos Hills
3. Eligible events co-sponsored by the above cities (held on city property and/or city pays part of city-related cost of event)
4. All other eligible events prioritized by time/date of request
5. If two or three events pass the criteria and vie for the same schedule, the three banner locations will be allocated by Recreation Department

Reservations can be made up to one (1) year in advance at the Lincoln Park banner location, and up to 90 days in advance for the Main Street and San Antonio and El Camino Real banner locations. Additionally, Heritage events may reserve up to one year in advance at any of the banner locations. The Recreation Department shall maintain a banner schedule based on the calendar year for all three spaces.

**Display Locations:** Banner poles are located in Lincoln Park, across Main Street between First and Second Streets, and at the intersection of San Antonio Road and El Camino Real. Banners advertising the same event may be displayed at up to two (2) of the sites at one time.

No event shall be advertised concurrently at both the Main Street banner location and the Lincoln Park banner location. The sponsoring organization must choose one location. If available, the San Antonio at El Camino Real banner location may be utilized concurrently. (Ref: 3.4 above)

**Application:** A Banner Display application is required for all banners. Applications are available at the Recreation Department and must be approved prior to the display of a banner. The City has the right to refuse to display any banner that does not meet the requirements of the Outdoor Banner Policy. Applications denied by the Recreation Department may be appealed to the City Manager.

**Fees:** Fees will be collected for the display of all banners. Fees will include the recovery of costs associated with the outdoor banner program and collected for each banner location.

**Advertising:** No banner shall be approved for the purpose of advertising any business, service or product.

**Duration of Display:** Banners may be displayed for a period of up to seven (7) days at Lincoln Park and up to fourteen (14) days at the Main Street and San Antonio Road sites. Banners may only be displayed one time per year for an event.

**Banner Construction:** Banners must be of high quality materials, readable, and comply with the City's established standards. The City reserves the right to reject banners that are objectionable in appearance or content.

**Installation:** All banners are to be hung and removed by City personnel. Banners displayed without City approval will be removed.

**Liability:** The City is not responsible for any loss or damage to banner.