

Specific rules and regulations

SAN ANTONIO ROAD BANNER REQUEST

1. Only for public events. Events must take place in the greater Los Altos area (94022/94024). Events must be open to the greater Los Altos public, and designed to accommodate over 500 individuals.
2. The banner shall be displayed at San Antonio Road and El Camino Real.
3. Approved banners may be displayed **14 days at San Antonio Road**. An extension to the reservation may be granted if the dates are available. A rental fee will be charged for each additional reservation.
4. All banners must be **3 feet high and 20 feet 5 inches long** and constructed with:
 - 13 or 15 oz., tough weave material with polyester core.
 - A 2" hem shall be sewn around all edges with reinforced corners.
 - No. 3 brass spur grommets installed in each corner and spaced every 24" within the hem area along the **top and bottom** with 1 ½" snap links attached to each grommet.
 - A 2" x 3" identification tag shall be sewn on the right side top edge of the banner. The tag shall contain the title of the banner and the sponsoring agency and must be visible when the banner is rolled or folded.
 - The use of vinyl paint or vinyl letters for lettering and graphics is recommended.
 - No air vents shall be cut into the banner as this may weaken the integrity of the fabric.
5. A **\$366.00** fee made payable to City of Los Altos shall accompany the registration form.
6. The city reserves the right to reject banners that are objectionable in appearance or content and to remove banners hung without approval.
7. Reservations can be made 90 days in advance. Heritage events may reserve up to in year in advance at any of the banner locations. All requests shall be approved or denied by City staff.
8. Once application has been made and the fee paid at the Recreation Department, 97 Hillview Avenue, applicant will deliver the banner one week prior to display to:

City of Los Altos Municipal Service Center (MSC)
707 Fremont Av., Los Altos.
9. Banners must be picked up at **MSC** within one week of the end of period of display. Banners will be installed and removed by city personnel.
10. The City shall not be responsible for any loss or damage to banners.
11. An organization may post a banner at San Antonio Road and Lincoln Park concurrently.