

**CITY OF SAN LUIS OBISPO**  
**Banner and Flag Policy and Procedures**

**A. BANNERS**

**DEFINITIONS**

Banner: A sign which is installed across a public street, above traffic and is temporary in nature.

Event: Any meeting, display, exhibit, parade or show that is open to the general public and takes place:

1. On public property within the City limits and for which the City has issued a permit specifically authorizing the use of said property.
2. On the Cal Poly campus for which Cal Poly has authorized the use of said property.

Banners require a Parks and Recreation Department “Banner Application and Permit” and are exempt from the Municipal Code Sign Regulations. The Special Events Section of Parks and Recreation Department is responsible for the issuance of banner permits.

**PURPOSE AND APPLICATION**

Banners are displayed to inform the general public of upcoming community events.

**AFFECTED CITY DEPARTMENTS**

Parks and Recreation Department  
Public Works Department (Parks & Urban Forestry Division)  
Finance and Information Technology Department

**POLICY**

1. A banner may be displayed *only to announce an event*. SLO Downtown Association holiday decorations may be displayed in lieu of banners during the months of November and December.
2. Banners shall use the following format:
  - (a) The **name** of the event shall be printed in the largest and boldest type.

- (b) The **location and date** shall be printed in a type size smaller than that of the event.
- (c) The **name and/or logo of the non-profit organization** sponsoring the event may be displayed in a type size smaller than that of the date and location.
- (d) Other message or statements are strictly prohibited.

Examples:

An Old-Fashioned Fourth of July  
July 4<sup>th</sup>            Mission Plaza  
City of San Luis Obispo

Rib Cook-Off  
Thursday Night Farmers' Market  
SLO Downtown Association

SCOUT-A-RAMA  
Mission Plaza            August 12<sup>th</sup>  
Boy Scouts of America

- 3. Banner wording shall be approved by the City prior to issuance of a banner permit to insure consistency with this policy. The approved wording shall be in the form as shown above and plainly stated on the banner permit. Existing banners which meet the intent but not exact form as shown above shall be allowed until replaced or changed. Deviation from the approved wording is cause for the City to either refuse to install or to remove any banner.
- 4. Banners shall be installed for a period of one (1) calendar week. A single banner or multiple banners advertising the same event shall not be hung in consecutive time slots.  
*Major events or festivals of at least two weeks' duration may be allowed a banner at a single location for a two-week period (no greater than 16 calendar days) if it is demonstrated to the satisfaction of the Parks and Recreation Department that the major event or festival has at least ten (10) prescheduled activities or concerts (broadly publicized and open to the general public for a fee or free) extending over a two-week period.*
- 5. Banners shall be installed and removed by the City's Parks and Urban Forestry Division.

6. Banners shall be installed and removed on Mondays; if Monday is a holiday, the banner will be removed the next working day. **NO EXCEPTIONS!**
7. A banner permit fee will be charged which is representative of the City's estimated cost associated with the installation/removal of banners. (Note: All fee updates are processed through the Director of Finance and Information Technology and approved by resolution of the City Council).
8. The San Luis Obispo Downtown Association is partially sponsored by the City of San Luis Obispo. Therefore, all fees charged to the SLO Downtown Association will be fifty (50) percent of the normal fee. All banners installed for an event or non-profit organization which is financially co-sponsored by the City or SLO Downtown Association will be charged fifty (50) percent of the normal fee. Events which are solely City-sponsored events will not be charged a fee.
9. Banner specifications.

Maximum Banner Size:  
4 feet high x 24 feet long

Minimum Banner Size:  
3 feet high x 8 feet long

Recommended Banner Size:  
4 feet high x 15 feet long

Banner Composition:  
Banners shall be constructed of a fabric which will be able to withstand typical weather conditions.

Banners shall have wind relief cuts, 1 foot on center (4 inches x 4 inches, horseshoe cuts).

Grommets must be placed at the top and bottom of the banner, in each corner and spaced every two feet from each other. Each corner must have a grommet and the corner must be reinforced.

Each corner shall be quadruple-stitched for 1 foot from each corner and across the support lines.

10. Banners are to be delivered to the City's Corporation Yard, 25 Prado Road, by 12:00 noon on the Friday before the banner is scheduled to be hung (if Friday is a holiday, the last business day before the holiday). If the banner is not delivered

on time, the City will not hang the banner and the permittee will forfeit the banner fee.

11. All banners must be picked up from the City's Corporation Yard within 2 weeks after the banner is removed from the downtown location. Unclaimed banners will be discarded.

## **PROCEDURE**

By December 15 of each calendar year, a schedule for the upcoming year of City and SLO Downtown Association banners shall be established. All City departments and the SLO Downtown Association wishing to reserve a banner location and time shall do so, in writing, prior to December 1 with the Parks and Recreation Department. Once all initial City and SLO Downtown Association banners are reserved, all other banner requests (including subsequent City and SLO Downtown Association banner requests) shall be reserved on a first-come, first-served basis starting on the first Wednesday of January (excluding holidays). **NO EXCEPTIONS!** Groups making a request to hang the same banner at a second location will be given consideration after all initial public requests have been processed in early January. Banner applications received after the initial request period will be processed on a first-come, first-served basis and if space is available. Upon receipt of a written request to hang a banner, the Parks and Recreation Department shall verify that the proposed banner complies with City policy and specifications. If staff is uncertain whether a banner complies with City policy, the matter shall be referred to the Parks and Recreation Director for review/approval.

A “Banner Application and Permit” shall be completed and issued and all appropriate fees collected before any banner is installed. Banner applications are located at the Parks and Recreation Department, 1341 Nipomo Street.

After a banner permit is completed, a copy of the permit is given to the permittee and one copy is filed in the Banner Permit File. A banner schedule is provided to the City’s Urban Forest Technician.

At the end of each calendar year, the banner schedule (calendar) and issued permits are removed from the Banner Permit File and placed in an archive file in the Parks and Recreation Department until disposal.

## **B. SLO DOWNTOWN ASSOCIATION FLAG CONTRACT**

Flags in the Downtown core fall under the sole jurisdiction of the SLO Downtown Association and are subject to the guidelines described below.

## **DEFINITIONS**

Flag: A decorative sign hung vertically from horizontal supports attached to a City street light in the downtown core.

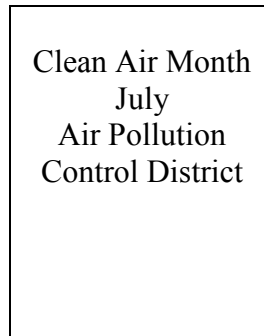
## **PURPOSE**

Flags are displayed to inform the public of upcoming events and/or decorate the downtown in conjunction with an organization’s downtown event.

## **POLICY**

1. A participant must be a nonprofit (501c3) organization or other eligible not-for-profit organization.
2. The event or activity promoted on the flag must occur in the SLO Downtown Association district or promote the SLO Downtown Association goals and programs of promotions and beautification.
3. The name of the event or activity shall be displayed on the flag and may also include date and agency. No other messages, statements, names or paid sponsors' logos are allowed.

Example:



4. All participants must purchase products and services through the SLO Downtown Association program.
5. All sponsoring organizations must sign a contract for a specific period of time during the year, not to exceed six weeks, and this period of time may be reserved for up to three consecutive years, as determined by the SLO Downtown Association, at which time the application may be renewed.
6. When a contract is not renewed by an organization, all local non-profit agencies will be provided an opportunity to apply for the vacancy, pursuant to the terms of the policy.
7. All participants' artwork and messages will be subject to approval by the SLO Downtown Association to insure consistency with the policy.
8. Any art changes to flags will be billed to the permittee.
9. The Downtown Association is responsible for coordinating installation of all flags in the downtown area

## **PROCEDURE**

Organizations shall apply to the SLO Downtown Association at any time during the year. Applications will be reviewed by the SLO Downtown Association Design Committee and are subject to acceptance on a first-come, first-served basis. Applications are available at the SLO Downtown Association office located at 1108 Garden Street, Suite 210. If accepted, a permit will be issued with one copy given to the permittee and one filed at the SLO Downtown Association office.