

City of Albany Street Banner Policy

Purpose:

It is a goal of the City of Albany to have banners on street poles on San Pablo Avenue, Solano Avenue, and Buchanan Street as a means of creating a community identity within the city limits, as well as providing scenery or publicizing local events or activities. Organizations may apply to the City of Albany to hang banners on the City-owned street poles. In reviewing proposals, the City will consider whether the purpose of the banners is consistent with the City's banner program goals.

Design guideline goals for the banners

Distinctive to Albany. The purpose of this guideline is for the banners to be reflective of, rather than dissonant to, the Albany community and character, and to help insure that Albany does not look like "Anywhere, USA." Designs created for Albany's use only¹ are encouraged. Banners that are available in the general market are not prohibited; options available to make them unique to Albany (color, overlay graphics, etc.) are encouraged but are not required if otherwise the banners are distinctive to Albany.

Simple, and be cohesive yet have an element of diversity among the banners. The purpose of this guideline is to encourage banners to not appear too "busy" with content, to have a theme that interconnects them, while also providing some variation so as to reduce monotony. Examples of ways to provide variety while retaining an overall theme include printing the same design in different colors or different designs in the same color.

Banners publicizing events and activities:

In addition to banners that may be in place for purposes of community identity or scenery, not-for-profit organizations may apply to hang temporary banners at certain key intersections on a short-term basis to publicize events or activities taking place in Albany. The locations are as follows:

- San Pablo Avenue/Buchanan
- Santa Fe/Solano
- San Pablo Avenue/Solano
- Jackson/Buchanan
- North and South City limits on San Pablo

¹ Does not preclude display on upper Solano in Berkeley

Generally speaking, these banners would not be hung for more than three months, unless the City makes a finding that further display is warranted, such as due to the nature of the event or activity. Notwithstanding the above, the Solano Avenue Association may request to hang Solano Stroll banners on Solano Avenue for up to six months.

Sponsorships:

Banners may contain the names of sponsoring businesses, individuals, or organizations. The portion of the banner space devoted to sponsor names may not exceed 30 percent.² Fonts, logos, graphics, or other distinguishing characteristic of the sponsor may not be used on the banner.

² Calculated by creating a box around the overall space used by the letters of the name(s).

**City of Albany
Street Banner Procedure**

An organization seeking to hang a banner on a City street pole shall submit a proposal to the Community Development Department. The proposal shall include the following information:

- 1) Name and contact information for organization
- 2) Photograph, sample, or color rendering of the banner design.
- 3) Locations where the banners are to be hung
- 4) Proposed timeframe.
- 5) Name and contact information for person who will install and remove
- 6) Proof of insurance naming City as additional insured for installation through removal.
- 7) Whether there will be sponsorship names
- 8) Installation and Maintenance Plan

For banners that are to be in place less than 12 consecutive months: The Community Development Department will review proposals for compliance with the street banner policy. If it is unclear to the Community Development Department whether the banner complies with the design guidelines of the policy, the Department staff will seek advice from a two-member subcommittee of the Arts Committee before reaching a decision. If there is no sub-committee in place, the Chair of the Arts Committee shall designate two members to serve in this capacity in a timely manner.

In making a decision, the Department staff will take into consideration the time and cost constraints of the organization along with the design concerns of the subcommittee. The organization and the subcommittee are encouraged to work cooperatively so as to minimize City staff time and reach a workable and worthwhile solution. The Community Development Department will endeavor to take action within 30 days of submittal of the proposal. Denial by the Community Development Department may be appealed first to the City Manager, followed by availability of appeal to the City Council.

For banners that are to be in place for 12 or more consecutive months: The Community Development Department will review for compliance with the street pole banner policy before forwarding to the Arts Committee for a recommendation to the City Council.

Street Banner Specifications:

Banners are oriented as "portrait".

(93) Inches tall (total, including two "mounting loops")

(30) Inches wide

(3.5) Inch mounting / shaft "loops" are at the top and bottom (two total)

*The use of "eyelets" at the top and bottom edges (two total) are encouraged, preferably brass or some other "non-corrosive" "non-bleeding" material.

Banner material to be determined based on the length of time the banner is to be displayed. Fabric opposed to heavy duty vinyl is the preferred material for banners that will be hung for more than four months.