



Street Banner Program Policies

Austin Transportation Department
www.ATXbanners.org

Thank you for your interest in the City of Austin's Street Banner Program. We look forward to assisting you with a banner installation that effectively meets your group's needs.

Please visit ATXbanners.org for complete banner program information.

Application Process: Application and payment are due a minimum of 30 days prior to installation unless other arrangements have been made with Street Banner Program staff. Please refer to the website for additional directions on the application process and submitting payment and application. Reservations are finalized upon submission of application and payment.

Fees: Fees include application process, permit, installation, removal, and on-street maintenance. Please refer to the website for current fees. Your organization is responsible for the design and fabrication of banners.

Banner Delivery and Pick-Up: Deliver your banners 7-10 days business prior to installation. Pick up your banners no later than 7 business days following the date of removal. Unless you have made prior arrangements with Street Banner Program staff, the Banner Program will dispose of banners not picked up within 10 business days and may donate them to organizations who repurpose or "upcycle" banners into products for re-use and/or re-sale (e.g. bags, landscaping material, etc.).

Banner Delivery/Pick-Up Address & Hours: [400 Jessie Street, Austin, TX 78704](http://400JessieStreetAustinTX78704). 8 am to 3 pm.

Banner Locations: [Lamppost Banner locations](#) and [Over-the-Street Banner locations](#) can be viewed online. Please apply as early as possible to reserve your desired location. Reservations for specific locations may be made up to one year in advance, and popular locations are often booked early. Please contact us to discuss a special request to install Lamppost Banners in other districts citywide. Additional fees apply to Special Request locations, to cover the cost of new hardware (banner brackets) installations.

Please note: For banner scheduling in designated Lamppost Banner Districts, the City partners with the Downtown Austin Alliance (Congress Ave.), the Austin Convention Center and Austin Convention and Visitors Bureau (Convention Center District), and other district associations. Official district partners retain the right of first refusal for reservations.

Design Review and Approval: Please submit a draft of your banner for design and content review at least 30 days in advance of installation date. Please provide a scaled image that depicts the banner design and content. Content intended primarily for commercial or political purposes is barred by city code. Sponsor names and logos are allowed; please see the Specifications sheets for details. The City reserves the right to reject a banner design or content at its discretion.

Banner Design and Fabrication: Please ensure that your banner designers and fabricators are using current City of Austin Banner Specifications (see [Lamppost Banner webpage](#) and [Over-the-Street Banner webpage](#) for current Technical Specifications & Design Requirements). Banners not meeting the required specifications will not be installed. Please see the website for a list of frequently used [Vendors](#).

Re-Using Banners: Banners may be reused from previous years if they meet the current specifications and are in good condition. City staff inspects banners prior to installation; we have seen problems with moldy, decayed, and damaged banners. If your group is planning to re-use banners from years prior to 2014, please be aware that sizes were updated April 1, 2014.

Sponsorships: Banner Sponsorships can help to underwrite the cost of using the program. Please refer to the [Street Banner Sponsorships information sheet](#) on the website.

Cancellations and Refunds: Cancellations and refunds may be requested under certain circumstances. Please contact Street Banner Program staff with inquiries. The City is not responsible for damage to or loss of any banner(s), including loss of the value of the banner and/or installation period.

Please contact us with your questions or concerns. We want to help you make your banner installation a success!

Lauren Seyda, Street Banner Program Manager
(512) 974-9395
ATXStreetBanners@austintexas.gov



Street Banner Application Over-the-Street Banner

This is NOT a Permit

Items to Submit with your Application

- Banner Design Graphics. Please submit your banner design for approval a minimum of 30 days prior to installation. Ensure that you receive design review approval prior to fabrication.
- Payment is required to secure your reservation. Unless arrangements have been made with Street Banner Program staff, payment must be received prior to installation.

Applicant Information

Primary Contact Name		Primary Contact Phone No.	
Name of Organization		Non-Profit Status: Yes or No	
Mailing Address			
Apt/Unit No.	City	State	Postal Code
Alternate Phone No.	Email Address		

Event Information

Name of Event/Topic		Number of Banners Requested	
Banner Text <i>(Message must be non-commercial. Sponsor logos are allowed.)</i>			
Date of Event		Is this your first time using banners? Yes or No <small>If yes, please ensure your design is approved.</small>	
Requested Installation Date	Requested Removal Date	Alternate Installation Date	Alternate Removal Date
Will you be picking up your banners? Yes or No		<i>If banners are not picked up within 10 days, they will be disposed of and may be donated to organizations who repurpose or "upcycle" banners into products for re-use and/or re-sale (e.g. bags, landscaping material, etc.).</i>	
Contact Phone or Email Address for Banner Pick Up:			

Fee Information

<p>City of Austin</p> <p>\$600 per banner for a two week installation, maximum 3 locations</p>	<p><u>City of Westlake Hills (location "W" only)</u></p> <p>Please also obtain banner permit from the City of Westlake Hills and include with this application. (512) 327-3628</p>
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Internal Use	Payment Rcvd:	District Available:	Reservation Booked:	Installation Scheduled:
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Over-the-Street Banner

Over-the-Street Banner Locations

- Review banner locations map online: [Click to access map](#)
- Fees are charged for a two-week installation period.
- *City of Austin reserves the right to place your banner in the most suitable location available.*

Location #	Address	Direction
1	1600 1/2 N Lamar Blvd.	S
2	9411 1/2 N. Lamar Blvd.	N - S
3	2226 1/2 Manor Rd.	E - W
5	201 1/2 E. Martin Luther King Blvd.	E - W
7	1216 1/2 S. Lamar Blvd.	N - S
8	4199 1/2 N. Lamar Blvd.	N - S
12	1101 1/2 W. 24th St.	E - W
14	2674 1/2 N. Lamar Blvd.	N - S
15	1502 1/2 W. 5th St.	W
16	1206 W. 38th St.	E - W
17	100 1/2 W. Riverside Dr.	E - W
18	2634 1/2 S. Lamar Blvd.	N - S
21	3010 1/2 Speedway	N - S
24	2800 1/2 S. Lamar Blvd.	N - S
26	1600 Rosewood Ave.	E - W
29	8100 1/2 Mesa Dr.	S
30	3699 1/2 North Hills Dr.	E - W
31	6116 1/2 Manchaca Rd.	N - S
32	1799 1/2 S. Congress Ave.	N - S

Location #	Address	Direction
33	121 1/2 Woodward St.	E - W
37	126 W. Oltorf St.	W
38	1919 1/2 Montopolis Dr.	N - S
40	521 1/2 S. Pleasant Valley Rd.	N - S
41	10500 Jollyville Rd.	N - S
44	1500 1/2 W. Anderson Ln.	E - W
47	9607 1/2 Anderson Mill Road	E - W
49	2720 1/2 Walsh Tarlton	N - S
52	3816 1/2 Bannockburn Dr.	N - S
53	801 1/2 E. 51st St.	E - W
54	6549 1/2 Burnet Rd.	N - S
55	3505 1/2 Steck Ave.	E
57	4700 West Gate Blvd.	N - S
58	5541 1/2 McNeil Rd.	E - W
61	200 1/2 S. Congress Ave.	N - S
64	2100 1/2 E. 7th St.	E - W
65	907 1/2 S. 1st St.	N - S
66	6719 Manor Rd.	E - W
W	3652 Westbank Dr, City of Westlake	N - S

Over-the-Street Banner Location Selection

	Location #	Location Address	Direction Facing (circle one)
Location 1			N / E / S / W
Location 2			N / E / S / W
Location 3			N / E / S / W
Alternate			N / E / S / W

Submission Information

Email completed applications to: ATXStreetBanners@austintexas.gov

Pay online at: <https://abc.austintexas.gov/web/permit/login>

Pay in person at: 3701 Lake Austin Blvd, Austin 78703

Mail payment to: City of Austin Transportation Dept., Attn: Street Banner Payment, PO Box 1088, Austin, TX 78767

By signing this application, I certify I have read and understand the City's Street Banner Program Policies and I agree to be bound by them. I understand that banner service is subject to availability on a first-come, first-served basis.

Signature

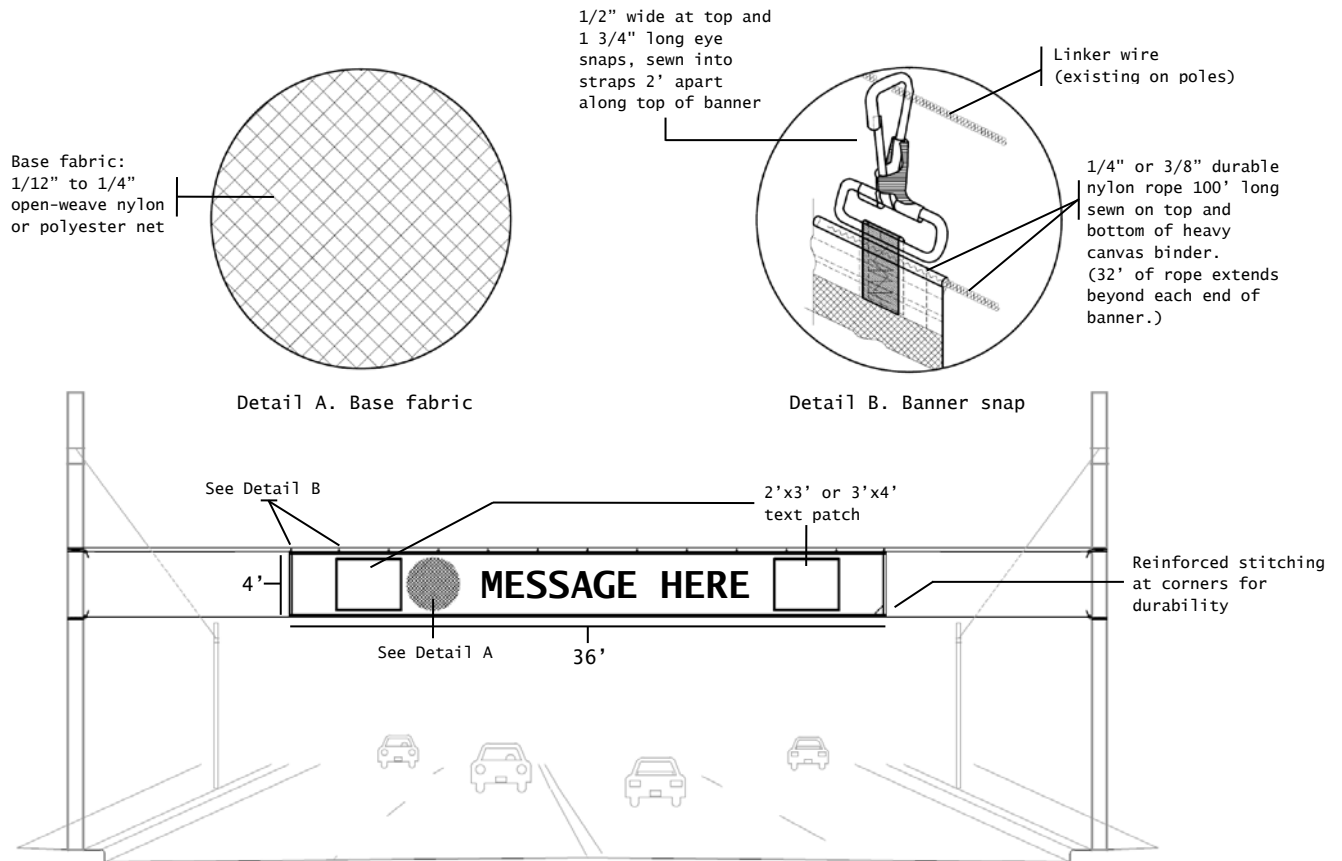
____/____/____
Date



Over-the-Street Banner Technical Specifications & Design Requirements

Austin Transportation Department

www.atxbanners.org



TECHNICAL SPECIFICATIONS

1. Banners shall be **4' x 36'** in size. No exceptions.
2. Base fabric must be 1/12" to 1/4" open-weave nylon or polyester net.
3. Letter and text patches must be made of fade-resistant nylon or vinyl sewn directly onto net base fabric.
4. Limited design to single-lettering message in center and a maximum of two 2'x3' or 3'x4' patches.
5. Lettering and text patches shall not cover more than 50% of banner surface.
6. Banners can be re-used each year, with individual patches replaced.

DESIGN REQUIREMENTS

1. Banner design should include no more than 4-6 elements. These typically include:
 - Event name with a "call to action"
 - Sponsor name
 - Date and location
 - A single graphic image (a URL may be included)
2. Headline lettering shall be no less than 16" high.
3. Subhead lettering (e.g. event date and location) shall be no less than 8" high. If the event will reoccur, consider omitting dates so that banners can be reused.
4. Image resolution shall be no less than 300 dpi (dots per inch).
5. Sponsor name/logo, if used, can be no larger than the 3'x4' text patch of banner. Sponsor logos can vary by banner.



Contrasting color ideas

Banners not meeting the specifications will be rejected. Refunds are not granted for banners that cannot be installed because of incorrect specifications.

All banner designs must be approved before a reservation is finalized and at least **30 days prior to installation**. Please contact the Street Banner Program Coordinator for design review at ATXStreetBanners@austintexas.gov.



Street Banner Vendor List
 Austin Transportation Department
www.atxbanners.org

Company	Banner Type: Over The Street (OTS) or Lamppost	Website Email	Phone
American Color Labs	OTS & Lamppost Banners	www.aclaustin.com contact@aclaustin.com	512-454-5222
Austin Sign Company	OTS & Lamppost Banners	www.austinsignco.com sales@austinsignco.com	512-371-0999
Banner Sign Graphics	OTS & Lamppost Banners	www.bannersigngraphics.com sales@bannersigngraphics.com	512-458-5348
Bill Bailey's Signs	OTS & Lamppost Banners	www.austinsignshop.com salesbbsigns@gmail.com	512-394-1300
CompuSigns	Lamppost Banners	www.compusigns.com signbox@sbcglobal.net compusigns@sbcglobal.net ray@compusigns.com	512-794-9499 (NW) 512-476-7446 (Dtown) 512-835-7446 (North)
Fastsigns	OTS & Lamppost Banners	www.fastsigns.com 177@fastsigns.com tex@fastsigns.com 411@fastsigns.com fastsigns.639@fastsigns.com	512-445-4220 (South) 512-454-9956 (North) 512-258-5523 (NW) 512-469-5969 (Dwtn)
North Loop Sign & Graphics Shop	Lamppost Banners	www.northloopsigns.com info@northloopsigns.com	512-407-9409
Printing Solutions	OTS & Lamppost Banners	www.printingsolutionsaustin.com travis@printingsolutionsaustin.com	512-291-9874
ProGraphix	Lamppost Banners	www.prographixaustin.com nicki@prographixaustin.com	512-371-1964
Speedpro Imaging	Lamppost Banners	www.speedproaustin.com randyi@speedpro.com	512-444-4421
Thomas Printworks	Lamppost Banners	www.thomasrepro.com meredith.terral@thomasrepro.com	512-302-4664
XL Digital Imaging, LP	Lamppost Banners	xldigital.com mlove@xldigital.com	512-695-9144

Please note: This list of local companies with experience fabricating banners to City of Austin specifications is provided as a convenience. They have been referred to us by customers of the City of Austin Street Banner Program. The city does not endorse or make recommendations for banner vendors. Please send requests to be added to this list to: ATXStreetBanners@austintexas.gov. Customers are responsible for providing to their vendors the correct City of Austin banner fabrication specifications. Banner sizes were updated in early 2014; please go to ATXbanners.org for the most updated specifications.



Street Banner Sponsorship Information

Austin Transportation Department

www.atxbanners.org

Event organizers and their sponsors benefit from the visibility and impact of high-profile banners.

Eye-catching banners build brand identity as they enliven city streets and create a sense of place.

Nonprofits, cultural arts groups, and community event organizers are encouraged to obtain sponsorships to underwrite the costs of using the City of Austin Street Banner Program.

Restrictions

Street Banners are intended to promote nonprofit, philanthropic, educational, music, arts and culture, and community-oriented special events and messaging. The primary message on the banner must be for this purpose; it cannot be commercial or political in nature. Sponsorships are not allowable for alcohol or tobacco products.

Technical Specifications

- Lamppost banners: sponsor name or logo may be displayed at the bottom of the banner across the full 32" width but is limited to the lower 12" of the banner.
- Over-the-Street banners: sponsor name or logo may be no larger than a 3'x4' patch.

For Companies: Why Sponsor Banners for Community Events?

Street Banner Sponsorships in Austin offers your company/organization the opportunity to:

- Demonstrate good corporate citizenship in the community
- Utilize the power of cause-related marketing
- Support an event or campaign that unites the business community, Austin opinion leaders, visitors and festival-goers, and all Austinites
- Support nonprofits in educating, engaging and providing benefits to citizens
- Stimulate dialogue and action, or foster creativity and community effort
- Support events that raise critical funds for nonprofits

Direct marketing benefits include:

- Enhance brand equity and reputation.
- Logo appears in prominent position on banners
- Energize and motivate employees, enhancing productivity, recruiting and company pride
- Have sustained presence in Austin during special events
- Photos of banners around the city provide great visuals for social media
- Add a place-based, geographically focused dimension to PR and communication efforts

