



## Street Banner Program Policies

Austin Transportation Department  
[www.ATXbanners.org](http://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](http://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!

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