

Street Banner Program Guidelines

Austin Transportation Department

Updated 4-25-14



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 groups' needs.

A street banner promotional campaign offers a cost-effective, high-impact, place-based approach to raising community awareness, promoting education and events, and engaging the public.

Application, District Maps and Locations List, and Specifications are online at ATXbanners.org.

Please note: Your organization supplies the banners. The City of Austin provides the locations and installation services. Please ensure that your banner designers and fabricators are using current City of Austin banner size and specifications, which changed 4/1/14. Lamppost Banners are now 90" x 32.

***** READ ALL GUIDELINES BEFORE SIGNING APPLICATION FORM *****

Please retain a copy for your reference.

Mission

The City of Austin Street Banner Program:

- Provides community nonprofits, arts/music and cultural organizations, and special event organizers with an effective tool to promote messages, events, and fundraisers of interest and benefit to Austinites and visitors.
- Enhances the streetscapes of Austin, by adding a vibrant element that enlivens key corridors and the mobility experience for pedestrians, cyclists, transit users, and drivers.
- Strengthens a sense of place and district identity, in Downtown, mixed-use districts, and along corridors

Options Available

The City provides installation services for:

- **Lamppost Banners** | Vertical banners are installed on streetlight lampposts, at a choice of available locations in defined districts Downtown and around Austin.

Over-The-Street Banners | Horizontal banners are installed over roadways, at about 60 locations citywide.

Who Can Use Street Banners?

Event organizers, nonprofit groups, public and governmental agencies, and public information campaigns may display Street Banners on City lampposts to promote charitable, educational, arts, community, and public interest activities and events. City code prohibits their use for commercial advertising or political campaigns.

Process

Organizations apply to the City for a reservation by submitting an application with payment for fees. The fees include application and permit, installation, a two-week display period, maintenance as needed of the installed banner, and take-down service. For lamppost banners, a reservation may be secured with a \$1000 deposit.

Please refer to the application forms for current fees and directions on submitting payment and application.

[Locations Available](#)

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.

- **Lamppost Banners:** Please consult map set online for Lamppost Banner Districts. Specific Districts, or sets of lampposts within a District, may be reserved.
- **Over-The-Street:** See list of available locations citywide on Street Banner Program website.

Please contact us to discuss a special request to install Lamppost Banners in other districts citywide: Katherine.Gregor@austintexas.gov. Additional fees apply to Special Request locations, to cover the cost of new hardware (banner bracket) 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 districts with merchants' associations. Official district partners retain the right of first refusal for reservations.

[Sponsorships](#)

Banner Sponsorships can help to underwrite the cost of using the program. Please refer to Street Banner Sponsorships information sheet. One Banner Sponsor name or logo may appear on each banner, occupying up to 15% of banner area.

City Co-Sponsorships: To help support charitable causes and City partners that benefit Austin, the City offers a limited number of cost-sharing sponsorships. Nonprofits, City of Austin departments, and partner organizations may submit requests for co-sponsorships to the Austin Transportation Department. Please submit request on letterhead with application form, at least 45 days in advance, to Katherine.Gregor@austintexas.gov. Please state the community benefits, including economic impacts, of the event or program to be featured on the banner. Limited funding is available.

[Graphics Review & Pre-Approval](#)

All banner designs and content must be reviewed and approved, as part of the application process. **First-time banners must be submitted for design and content review at least 30 days in advance**

Please provide an image that depicts the banner with the application form, or as early as possible. Please contact us to discuss any potential issues **prior to fabrication**.

Content intended primarily for commercial or political purposes is barred by city code.

Sponsor names and logos are allowed. For Lamppost banners, see the position shown on the specifications sheet. Sponsor logo may not occupy more than 15% of banner area.

Austin Transportation Department oversees the review committee and process. If issues are identified with the design or content submitted, we will work with you to resolve them to meet City standards. The City reserves the right to reject a banner design or content at its discretion.

[Banner Design and Fabrication](#)

Provide your fabricator with the current specifications, to ensure banners are designed and made to fit the City's banner hanging systems. Please see atxbanners.org for Design & Communication Tips.

Note on Re-Using Banners: Banners may be designed for annual reuse. If your group is planning to re-use banners from years prior to 2014, please be aware that the size and specifications were updated April 1, 2014.

- **Lamppost Banners:** New dimensions are 90" x 32". Mesh fabric is recommended.
- **Over-The-Street:** Dimensions remain 36' x 4'. Lettering and solid panels cannot cover more than 25% of the net fabric area.

The recommendation for mesh fabric and the 25% limit on surface area coverage are to ensure that banners perform well and are legible when installed, under windy conditions.

Please inspect your banner(s) well before the planned installation date. Ensure they are in good condition. Banners kept for re-use need to be stored in dry conditions. City staff inspect banners prior to installation; we have seen problems with moldy or decayed banners. If a banner does not meet City specifications, or is damaged to the degree that it will not perform well once installed, it will be rejected and a new banner must be provided.

Delivery and Pick-Up

Address & Hours: 400 Jessie Street, Austin, 78704 8 AM to 3PM
Contacts: Rick Adams, 512-974-4056, or Joe Michal Limon, 512-974-4089

- Banner(s) must be clearly labeled with the name of the organization.
- They must be delivered 3 to 5 business days prior to the banner installation date.
- Banners not received in a timely fashion may not be installed; the reservation will be cancelled and no refund will be issued.

Banner(s) must be picked up within one week of removal date. The Banner Unit is authorized to dispose of banners not picked up within 10 business days. Please indicate on the application form whether 1) you will pick up the used banners, or 2) the City may recycle them or dispose of them.

Cancellations and Refunds

- Please cancel or change a reservation as soon as possible, so that other organizations have access to the location reserved.
- To cancel a reservation and request a refund, please email the request with the permit number (or copy of permit issued) to Crystal.Torres@austintexas.gov.
- Once a permit is issued, the application and permit fees cannot be refunded. The installation fee may be refunded.
- The installation fee will be refunded in full if the cancellation or change of dates/location is received at least 60 days prior to the installation date.
- If cancellation occurs between 60 and 30 days prior, 50% of the installation fee will be refunded. Refunds are not given for cancellations received less than 30 days in advance.
- Where insufficient notice is given, the installation fee may be refunded in full, at the City's discretion, if the location is subsequently re-booked and reserved by another organization.

For Additional Information

Please contact us with your questions or concerns. We want to help you make your banner installation a success for your organization. *Thank you for your interest in using the City of Austin Street Banner Program.*

Customer Inquiries and Service	Katherine Gregor, 512-974-7901
Applications, Reservations, and Payment	Crystal Torres, 512-974-7080