



# City of San Clemente

## Beaches, Parks and Recreation Division

100 N. Calle Seville, San Clemente, California. 92672

Phone: (949) 361-8264 | recreation@san-clemente.org

## STREET BANNER POLICIES & PROCEDURES

### **BANNER POLICIES**

---

1. The City of San Clemente permits street banners across the City right-of-way at El Camino Real/Avenida Presidio, south of the Avenida Del Mar intersection. This section of El Camino Real sees an average of 14,300 vehicles per day driving under the street banners.
2. A Street Banner Application must be completed and submitted to the Recreation Division online, by email, or delivered to the San Clemente Community Center.
3. Prior to any permit(s) being issued, the organization's primary officer (ex. president, secretary, treasurer) must sign the indemnity agreement attached to the application.
4. Only two banners at a time may be hung over the El Camino Real/Avenida Presidio street location.
5. The use of street banners is limited to organizations that are advertising non-profit or community events in the City of San Clemente.
6. All applications are subject to approval by City designee.
7. If an event requires a Special Event Permit or Special Activity Permit, proof of authorization will be required 10 days before the requested street banner date.
8. One banner per organization per event may be hung for one week at a time.
9. Commercial sponsor(s) names and/or logos are permitted to be on the banner. Sponsors must be disclosed on the application or a minimum of 60 days in advance of the scheduled hanging date for approval by City before banner hanging.
10. The period of the display is limited to 30 days prior to the event and two working days after the event, unless otherwise approved by the Beaches, Parks & Recreation Director, or his/her designee.
11. If requested dates are not available, alternate dates may be scheduled for the organization.
12. Reservations are considered and approved in the following priority:
  - A. City Programs and Events
  - B. City Partnered Events
  - C. City Co-Sponsored Event
  - D. Other Community Programs

### **BANNER REQUIREMENTS**

---

Street banners submitted are required to meet the following criteria. Those that do not meet the following requirements are subject to be returned to the organization for correction.

1. Newly manufactured banners may be 3 feet to 4 feet high and 20 feet to 25 feet in length, not to exceed 100 square feet.
2. The banner must be constructed of durable vinyl that can withstand the elements and weathering. The mill thickness of the vinyl must be 18 oz. Some sign companies include a "block-out" fabric that is placed between the two vinyl pieces. This center layer keeps light from shining through the sign, which makes the banner more legible.
3. The banner should be perforated at least 10% of the total area to reduce wind resistance. This is accomplished by cutting small wind holes in the vinyl. Half-moon shapes are generally the least noticeable and are not as likely to rip the material in strong wind conditions. Banners that are ripped or

torn by wind or storm conditions are not the responsibility of the City of San Clemente and therefore will not be replaced by the City.

4. The banner must be printed on both sides. Lettering should be at least 6 inches tall. Banners that contain too much information or use small-size lettering make the banner difficult for motorists to read and pose a greater safety risk to drivers.
5. The banner must have metal grommets every two feet along the top and bottom length of the sign and at all four corners with reinforced hemmed edges (Figure 1 below). A 3.15-inch spring snap/carabiner (Figure 2 below) is required for each grommet on the top and bottom of the banner to secure the banner to the existing street wire. Snap hooks/bolt snaps are not suitable for safely securing the banner to the wire (Figure 3 below).
6. The rope must be solid braided nylon with 1/4 inch thickness (Figures 4 and 5 below). There must be 25 feet of rope on each corner for a total of 100 feet which is necessary to tie the banner across the street. Banners may have rope sewn through the length of the sign, though this is not required.

## **APPLICATION PROCESS**

---

1. The Recreation Division will send out reservation requests for the next calendar year to past frequent recipients in the fall. All initial requests will be coordinated using the priority criteria as stated in Banner Policies #11.
2. Upon approval, all applicants will receive a confirmation notice of the approved dates and an invoice for the fee(s) to hang the banner(s).
3. The street banner fee is \$367 for each banner hanging. It is the responsibility of the applicant/requesting organization to design and purchase its banner.
4. The fee will be due 30 days prior to the approved banner hanging date.
5. Payment will be made directly to the City of San Clemente either online or delivered to the San Clemente Community Center.
6. A \$25 cancellation fee applies for any cancellations after the banner permit has been issued.
7. A late fee of \$50 will be charged if the banner is delivered to the San Clemente Community Center without proper assembly and ready to be hung by the scheduled hanging date (ex. rope not tangled, rope secured to the corner spring snaps/carabiners, spring snaps/carabiners in place and in working condition, etc.).
8. If a banner is scheduled but no banner has been received by the City in the time frame allocated as stated in Banner Hanging Process #2, the full \$367 fee will be charged to the applicant/organization.

## **BANNER HANGING PROCESS**

---

1. Banner installation will begin and end on Monday mornings, except when a holiday lands on a Monday. In this case, the date for installation will be Tuesday. No credits or discounts are afforded for holiday weeks.
2. All banners must be dropped off 14 days prior to the approved hanging date. Banners must arrive properly assembled and ready to be hung.
3. Upon receipt of the banner, City staff will inspect the banner for the appropriate rope, spring snaps/carabiners, wind holes, and general banner condition. Missing or incorrect components will be communicated to the applicant and expected to be corrected immediately.
4. After the banner comes down, the banner will be held at the Community Center for a maximum of two weeks to be picked up by the applicant. If the banner is not picked up within this timeframe, it will be considered abandoned and will be discarded.
5. When ropes and spring snaps/carabiners are not suitable to securely fasten the banner, the hanging contractor has the right to refuse to hang the banner or may bill the applicant for the supplies and time necessary to hang the banner correctly. See Banner Requirements for specifications.

**FIGURE 1**  
**REINFORCED HEM**



**FIGURE 2**  
**3.15 INCH SPRING**  
**SNAP/CARABINER**



**FIGURE 3**  
**SNAP HOOK/BOLT SNAP**  
**INCORRECT**



**FIGURE 4**  
**SOLID BRAIDED 1/4 INCH NYLON ROPE**  
**CORRECT**



**FIGURE 5**  
**POLYPROPYLENE ROPE**  
**INCORRECT**

