



# **Community Identification Wayfinding Banner Guidelines**

City of San Jose  
200 E. Santa Clara Street  
San Jose, California 95113

# WAYFINDING BANNERS

## **PROGRAM OBJECTIVES**

The City of San Jose desires to place permanent banners in certain locations on street light poles in the public right-of-way to enhance wayfinding in San Jose. Wayfinding banners assist the public in differentiating unique areas within San Jose and are intended to provide place identification rather than ancillary information. A unique area in the City attracts a significant number of residents from other parts of San Jose as well as visitors from outside of the City due to its historical, cultural or other unique significance. Banners may be considered by the City only when the placement would not contribute to the fractionalization of the City or undermine overall City cohesiveness.

These wayfinding Banner Program Guidelines have been developed to provide criteria and a process for installation of wayfinding identification banners in the public right-of-way for designated areas in the City and to minimize a proliferation of discordant styles of identification signage in an area, in order to reduce visual clutter.

## **AREAS THAT QUALIFY FOR BANNERS**

Per City Council Policy 9-3, banners are allowed only on arterial and major collector streets as defined in the San Jose 2040 General Plan, except in the Greater Downtown Area, where banners may be allowed on smaller streets provided that these streets are predominantly non-residential in use and character. Banners are also permitted in an area of a post-secondary educational campus with a minimum of five acres. City street corridors include Winchester Boulevards; Capitol Avenue/Expressway; the Vasona Light Rail Corridor; Stevens Creek Boulevard/West San Carlos Street; Guadalupe; and Santa Clara Street/Alum Rock Avenue. *In the event of multiple unique areas, the City retains the right to prioritize the placement of wayfinding banners and other City signage in the public right of way.*

## **BANNER DESIGN CRITERIA**

The City reviews wayfinding banners for size, scale, mass, wayfinding functionality and the potential impacts on traffic operations. Those signs located in the public rights-of-way are and remain City property and speech.

Banners may be installed only by the City, and shall provide only information to facilitate wayfinding to or identification of the area by indicating on the banner the name of the unique district or neighborhood.

Banners may include the name of the area, purely decorative artwork as visual cues to identify the area, and /or up to five additional words that would further facilitate identification of the area. No flags or representations of flags may appear on banners.

A banner may identify the entity whom provided funding for the banner, but this entity's logo must be limited to an area at the bottom of the banner not exceeding 36-square inches of contiguous space.

Banners must be made of durable cloth, canvas, nylon or vinyl.

Requestors of dual banner installation on a single light pole are encouraged to coordinate the design and colors of adjacent dual banners so as to provide a cohesive visual element. The design criteria outlined above apply to each banner of a dual banner installation.

Except where necessary to accommodate existing hardware on street poles or where the non-standard height of a street pole requires that a banner size be reduced, banners shall be fabricated to the finished standardized size of 8 feet in height by 2.5 feet in width, inclusive of a 7-inch pocket hem at the top and bottom of each banner. Each pocket hem is to be open on the sides to allow insertion of banner hardware.

Banners that are smaller than the standardized size referenced above shall first be referred to and reviewed by the Director of the City's Department of Transportation.

Banner hardware shall be the types and sizes specified by the City and shall be installed only by the City. Upon request, the Department of Transportation Director shall provide banner hardware specifications. The Director or designee shall inspect any proposed banner hardware product supplied by the requestor to ensure that the product meets the City's specifications. Banner hardware purchased by the requestor and approved by the Department of Transportation Director or designee shall be delivered by the requestor to a designated Department of Transportation location.

### **BANNER LOCATION CRITERIA**

Banners will be restricted to larger streets, except in the Downtown Sign Zone, that are non-residential in character, and that are designated as arterial or major collector streets as defined within the General Plan.

No more than two banners may be installed per light pole. The Department of Transportation Director shall have the authority to review and approve/not approve the installation of two banners on a street pole, upon the Department of Transportation Director's determination that a proposed street pole is capable of withstanding the wind load of two banners. The Director may require that hinged banner hardware be used for a double banner installation, to accommodate wind load.

There must be a minimum of 16-feet from the lowest point of the banner to the street surface.

The lowest point of a banner installed over a sidewalk must be a minimum of eight-feet from the sidewalk surface, and the banner may not interfere with traffic sign placement or visibility.

The Department of Transportation Director shall have the authority to review and approve/not approve the installation of a banner at any specific location based on space, visibility, or visual

conflicts with traffic signals, signs, wires, utility cables, trees, or other items in the public right-of-way; or any other public safety related concern.

Banner applicant shall be responsible for submitting a street map of requested banner locations, including the identification numbers of City street poles.

## **FEES AND CHARGES**

Wayfinding banner fees are established by the City Council and are subject to change. To view the fees for the wayfinding banner program, [see the current City Fees and Charges](#).

The City is not obligated to place banners even if an area meets the qualifications pursuant to these Guidelines or outfit banner hardware on street poles that lack the necessary equipment. The installation is subject to funding and staff availability.

If street pole locations within an area have not been outfitted with banner hardware, whether the City receives funding to cover the cost of materials and hardware installation labor shall also be a factor in the City's decision whether to install or not to install banners. The City will retain ownership of banner hardware regardless of the source of funding, and regardless of whether the banner hardware is provided by the party requesting permanent banners.

Obstructions such as tree limbs, awnings, un-approved wiring, including electrical, and other obstructions for banner hardware and/or banner installation must be removed at the expense of the requestor before any banner hardware or banners may be installed.

## **BANNER REQUEST/INSTALLATION PROCESS**

The requestor shall submit a Community Identification and Wayfinding Banner application to the City's Development Services Department which will process the application and shall notify the applicable Council office and other City departments. The application fee must be paid at the time of submittal. The requestor must include the name of the qualifying area, the name and contact information of the party requesting the banners, a map of the requested banner locations, a full-color depiction of the proposed banner design, the translation of any non-English words proposed as part of the banner design, and identified funding source, and the requested date of installation. The requestor must submit the administrative fee in full at the time the written request is submitted.

The City will review the request for compliance with the Municipal Code and conformance with these Guidelines, and coordinate the request with the Department of Transportation.

The applicant is required to schedule and organize at least one community meeting, which City staff shall be invited to attend.

The City will advise the requestor of the approval or denial of the banner request.

If the request is approved, the City will prepare an agreement, which will include the authorized period of installation; the estimated cost of banner hardware/labor and banner installation; the

approved banner locations; the estimated installation date; and responsibility of requestor for any costs associated with any maintenance or repair of the banner hardware determined necessary at the sole discretion of the Director of the Department of Transportation.

For approved banner requests, the applicant shall provide to the City a deposit of 100 percent of the estimated banner costs. The applicant may request that a banner installation project in a qualifying area proceed in phases, in order to divide the installation project into fiscally manageable segments. If an approved banner installation is phased, the applicant shall provide to the City, a deposit of 100 percent of the estimated banner costs to cover that phase of installation.

The applicant is required to deliver approved banners to a designated Department of Transportation location. If more than 10 banners are being delivered, banners must be received in sturdy reusable containers not exceeding 36-inches in any dimension. Each container should be labeled with the contents.

The Department of Transportation installs the banners, making a reasonable effort to meet the estimated installation date stated in agreement.

If the request is denied, the City will issue a letter setting forth the reasons for denial. For an application not approved or withdrawn, the City shall retain 50 percent of the application fee. In the event that City staff devotes over six-hours to the application, the remaining 50 percent of the application fee will be retained by the City.

### **BANNER REMOVAL/REPLACEMENT**

If a banner is defaced, deteriorated or otherwise damaged, the Department of Transportation is authorized to remove the banner. The Director of the Department of Transportation has sole determination as to the condition of the banner.

If it is determined that immediate removal of a damaged banner is not required to ensure public safety, the City shall make a reasonable attempt to notify the requestor of the City's intent to remove the damaged banner, to allow the requestor the opportunity to provide an exact replica replacement banner.

If the requestor provides the City with an exact replica replacement banner prior to the City's removal of the damaged banner, there shall be no charge to the requestor for replacement of the damaged banner.

If the requestor provides the City with an exact replica banner after the damaged banner has been removed by the City, and the funding to pay for the cost of installation, the Department of Transportation may re-install the new banner as its schedule and staffing permits.

If the requestor provides an exact replica replacement banner for a stolen or missing banner and the funding to pay for the cost of installation, the Department of Transportation may re-install the new banner as its schedule and staffing permits.

The Department of Transportation shall not be required to prioritize on its schedule the installation of replacement banners.

The City reserves the right to terminate authorization and remove any or all banners for any reason that in the City's judgment is necessary or appropriate, including but not limited to: if the banners are creating or facilitating a public safety concern or hazard; or if the public right-of-way within which the banner is located is being redesigned or altered.

Upon removal of banners, the City shall notify the requestor that removed banners must be picked up by the requestor within 14-days of notification. After the 14-day period, the City may dispose of removed banners in the Department of Transportation's sole discretion.

In areas where there may be an overlap of unique areas, the City reserves the right to remove and reinstall permanent banners to allow posting of way-finding banners in accordance with these guidelines.

The City reserves the right to remove and reinstall banners to allow posting of temporary event-related banners, pursuant to established guidelines of [the City's Temporary Banner Program](#).

Temporary event-related banners may be installed on alternating light poles within an area with wayfinding banners. The alternating permanent banners will remain throughout the period that the temporary event-related banners are installed. Temporary event-related banner installation and removal costs shall be the responsibility of the party applying for such temporary event-related banner installation under the established guidelines of the [City's Temporary Banner Program](#).

During the period that temporary event-related banners are installed, the City shall store the permanent banners that have been removed. The City shall reinstall the permanent banners after the temporary event-related banners are removed.

If temporary event-related banners are requested by the same party authorized for the existing permanent banners, the permanent requestor shall follow the process and guidelines of the [City's Temporary Banner Program](#), and the permanent requestor shall be responsible for the temporary event-related banner installation and removal costs.



# COMMUNITY IDENTIFICATION WAYFINDING BANNER APPLICATION

APPLICANT: \_\_\_\_\_

UNIQUE WAYFINDING AREA: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ ZIP CODE: \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_

PHONE: \_\_\_\_\_

E-MAIL: \_\_\_\_\_ WEB SITE: \_\_\_\_\_

DESIRED BANNER INSTALLATION DATE: \_\_\_\_\_

REQUESTED NUMBER OF VERTICAL BANNERS TO BE INSTALLED: \_\_\_\_\_

BANNER DESCRIPTION: \_\_\_\_\_

## **II. REQUIRED ATTACHMENTS**

REQUESTED BANNER LOCATION SITE MAP, INCLUDING STREET POLE IDENTIFICATION NUMBERS

BANNER DESIGN, COLORS, WORDING AND DIMENSIONS

## **III. ACKNOWLEDGMENT**

I HEREBY ACKNOWLEDGE THAT I HAVE RECEIVED THE WAYFINDING BANNER POLICY AND GUIDELINES LITERATURE AND THAT I WILL COMPLY WITH THE SAME.

I CERTIFY THAT ALL THE INFORMATION CONTAINED IN THIS APPLICATION IS TRUE AND CORRECT TO THE BEST OF MY KNOWLEDGE.

Signature \_\_\_\_\_ Date \_\_\_\_\_

## **FOR OFFICE USE ONLY**

APPLICATION APPROVED  APPLICATION DENIED  BY \_\_\_\_\_

PAYMENT RECEIVED DATE \_\_\_\_\_ BY \_\_\_\_\_

DATE \_\_\_\_\_ ESTIMATED COST \_\_\_\_\_ NUMBER APPROVED \_\_\_\_\_

Office of Economic Development | 200 E. Santa Clara Street, 17<sup>th</sup> Floor | San Jose, CA 95113

TEL: 408-535-8181 | FAX: 408-292-6719