



Downtown District Banner Policy

Program Objectives & Policy

The objective of the Downtown Banner Program is to add color and excitement Downtown as well as create a sense of place; the Houston Downtown Management District (Downtown District) manages the banner program. Banners, as referred to in this document, are an outdoor display that is placed, erected or fastened to a street light standard owned and maintained by an electric utility or by the Downtown District (located in the public right of way).

The banner program is guided by the City of Houston's Code of Ordinances (Section 40-30) which states that *banners are to be used to accentuate the aesthetic appeal of downtown. Banners shall be used for noncommercial and nonpolitical purposes only and shall use a word or words only as a part of an artistic composition.* (Banners are not meant to be used as an advertisement of a business, a product or other private or personal message).

The Code of Ordinances has been amended relating to permitting the use of banners for certain approved conventions and large-scale, citywide events (see eligibility requirements below).

Eligibility Requirements

Applications will be accepted and reviewed for the following type of events:

- 1. Noncommercial and nonpolitical use by non-profits.** This user group cannot use the banners to promote a commercial or political entity or event. Examples of noncommercial uses include the celebration of an anniversary or entity or an educational or awareness campaign. In this case, banner design must be artistic in nature.
- 2. Major conventions or trade shows located at the George R. Brown Convention Center and approved by Houston First.** Each convention will be evaluated based on its economic impact i.e. how many visitors that it brings to the city, and is determined by the director of the convention and entertainment facilities department. This number must be tracked by number of hotel room nights booked (benchmark is at least 2,000 peak room nights or in excess of 10,000 room nights in hotels located within the city over the course of the event). Banners that fall under this category must display name, logo, directions to and/or dates of major conventions. These banners can be displayed immediately prior to and during the time of the convention. Banner locations are restricted to specific boundaries surrounding the convention center.
- 3. City approved large-scale major events.** Major events are defined as those that attract thousands of visitors to the city, expose the city to national and international media attention and have significant positive economic effects. These types of events are to be used as a model of what the City desires to attract and retain. Future Super Bowl games, All-star games and National Collegiate Championship games have been pre-approved by City Council; all other major events would need to be approved on a per case basis.

Application

An application shall be made to the Downtown District at least two months prior to the requested installation date. ++ Please note that banner requests are on a first come basis.

Cost

Applicant pays for all materials, fabrication, installation, removal and maintenance costs. A minimum of 50 sets of banners are required. The materials, fabrication and installation must meet the Downtown District's standards. Printing can be performed by a vendor selected by the applicant but installation must be performed by the Downtown District's approved vendor, Lone Star Flags & Flagpoles Inc. Contact and cost information will be supplied upon request. ++ Please note that if District banners are on poles requested to be used, the applicant will be responsible for the costs of removing them and reinstalling them.

Procedures

Installation and maintenance must be per Downtown District procedures with all required permits and insurance. The Downtown District will be indemnified for any possible incident resulting from the banner installation.

Maintenance

Applicant agrees to incur the cost of maintenance to repair broken, ripped or loose banners at the request of the Downtown District and to remove banners under emergency conditions including severe weather.

Banner Design and Content

The Downtown District has sole authority to deny banner applications, including design, content, location and installation dates. All banner designs should be artistic in nature, graphically or symbolically representing the subject/purpose of the event or group. The banner designs shall be developed by each individual applicant under the banner program guidelines. Please note that downtown has several different sizes of banners. After location is determined the design process can begin.

Schedule and Location

The desired display cannot conflict with the Downtown District's planned seasonal displays. Applicant's banners can be on display no less than two weeks and no more than 90 days. The Downtown District will work with each applicant independently in regards to scheduling and the appropriate location of the banners (please note on attached map that some locations are unavailable for third party use or are for convention/trade show use only). Banners cannot be installed in an area that does not already have a bracket.



APPLICATION FOR BANNER INSTALLATION

Date: _____

Organization Name: _____

Contact Name: _____

Address: _____

Phone: _____ Email: _____

Purpose and description of banner campaign:

Requested Display Dates:

Begin Date: _____ End Date: _____

**If you have any questions, please contact Angie Bertinot
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