



District Banner Policy

Program Objectives & Policy

The objective of the Downtown Banner Program is to add color, excitement and a sense of place. The Houston Downtown Management District (Downtown District) manages the banner program. Banners 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 use of banners for certain conventions and large-scale 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 banners to promote a commercial or political entity or event. Examples of acceptable noncommercial uses include:

- Celebration of an anniversary or entity
- An educational or awareness campaign
- An event that is free to the public

Banner design must be artistic in nature with minimal words.

2. Major conventions or trade shows at the George R. Brown Convention Center

Each convention will be evaluated on its economic impact i.e. how many visitors it brings to the city as determined by the director of the convention and entertainment facilities department:

- At least 2,000 peak room nights or in excess of 10,000 room nights in hotels within the city over the course of the event.
- Banners must display name, logo, and dates of major conventions.
- Banners can be displayed immediately prior to and during the convention.
- Locations are restricted to specific boundaries surrounding the convention center

(see attached map).

3. City approved large-scale major events

- Major events attract thousands of visitors to the city.
- Expose the city to national and international media attention.
- Have significant positive economic effects.
- Future Super Bowl games, All-star games and National Collegiate Championship games have been pre-approved by City Council; all other major events must be approved on a per case basis.

Application

Please apply for banner approval at least two months prior to installation date.

++ NOTE: banner requests are on a first come basis.

Cost

Applicant pays for all materials, fabrication, installation, removal, and maintenance.

Materials, fabrication, and installation must meet the Downtown District's standards.

Printing and maintenance 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.

++ NOTE: if District banners are on poles requested to be used, the applicant will pay to remove them and reinstall them.

Maintenance

Applicant agrees to incur the cost of maintenance to repair broken, ripped, or loose banners at the request of the Downtown District.

Applicant will pay to remove banners under emergency conditions including severe weather.

Banner Design and Content

The Downtown District has sole authority to approve 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.

Banner designs will be developed by each individual applicant under the banner program guidelines (see attached guidelines). ***Please note that downtown has several different sizes of banners.*** After banner location is approved, the design process can begin.

Schedule and Location

The desired display cannot conflict with the Downtown District's planned seasonal displays.

The Downtown District will work with each applicant to determine scheduling and location.

Banners cannot be installed in an area that does not already have a bracket.

Attached Documents

1. Banner Application
2. Banner Location Map
3. Banner Guidelines & Specifications



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: _____

Please complete this form and return
it to:

Downtown District Banner Program
Ann.Taylor@DowntownHouston.org

Or call
713-650-1470

Banner Program Guidelines & Specifications

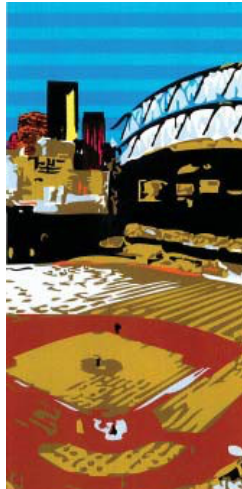
All banner designs must be artistic in nature, graphically or symbolically representing the subject/purpose of the event or group.

Minimal words (no website addresses), except for Convention and Trade Show banners which must display name, logo, and date of event as part of the design. Sponsor name or logo inclusion is not allowed as part of the banner design.

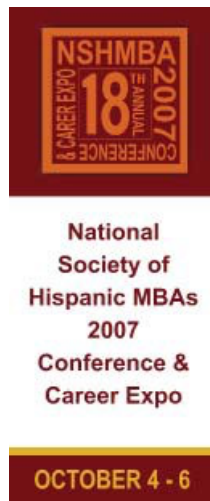
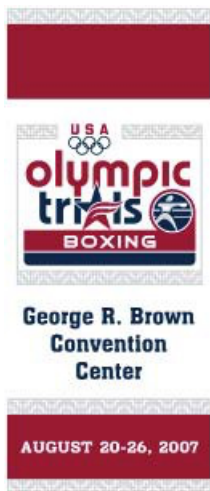
Helpful hint: the most dynamic banners use color! White backgrounds look washed out especially if copy is layered on top. Earthy tones usually do not show up well against Downtown's buildings. Banners should enhance their surroundings as well as celebrate your event or entity.

Below are examples of acceptable banners in each of the three approved categories:

Noncommercial and nonpolitical use by non-profits



Major conventions and trade shows



City approved large-scale major events

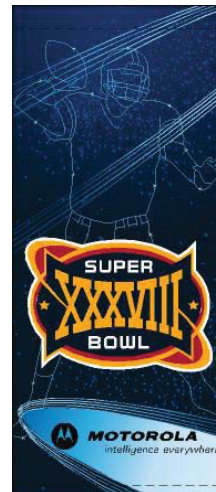


EXHIBIT D

DIAGRAM OF CONSTELLATION BANNER SET

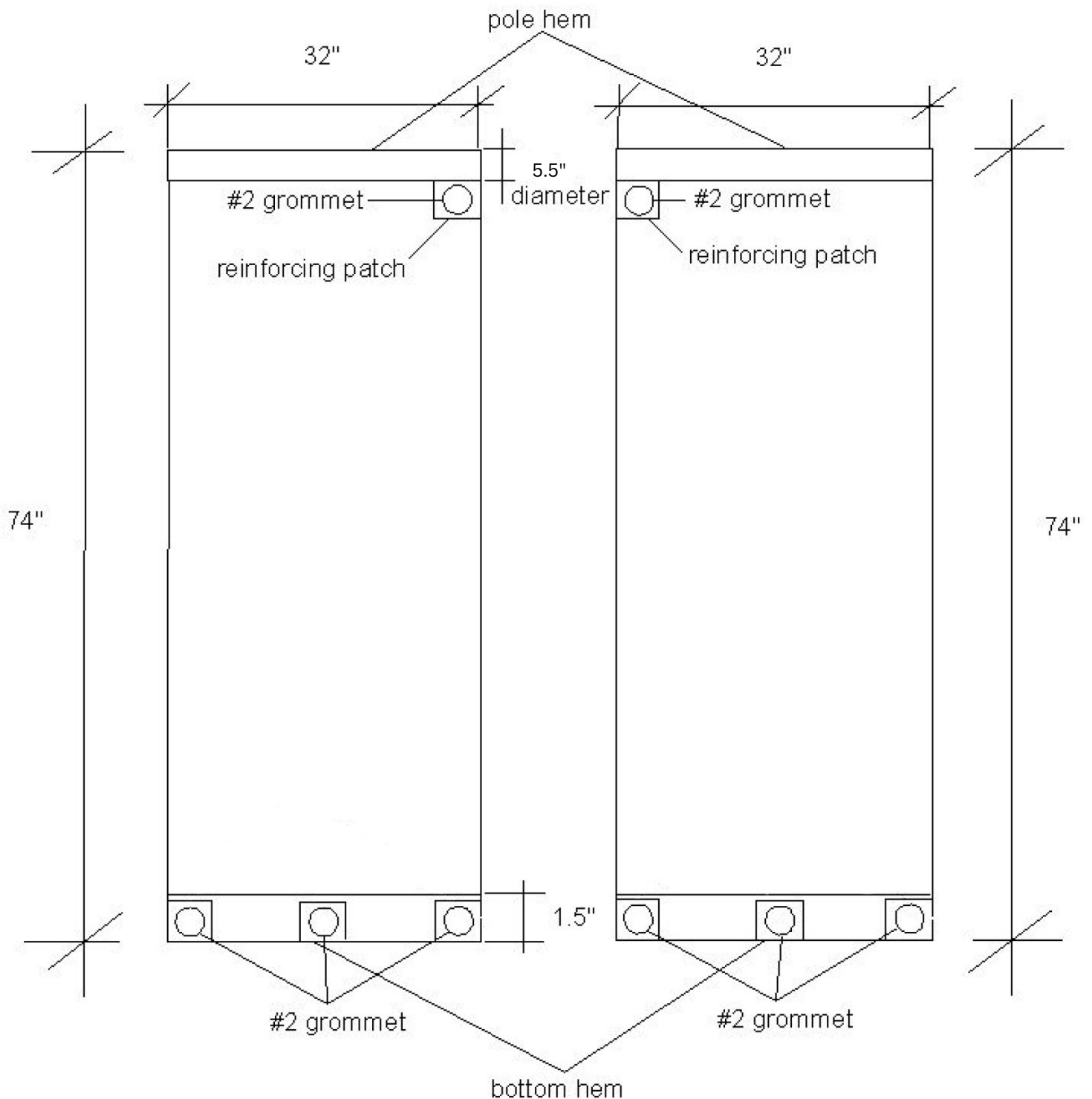


EXHIBIT F

DIAGRAM OF THEATER/BALLPARK DISTRICT BANNERS

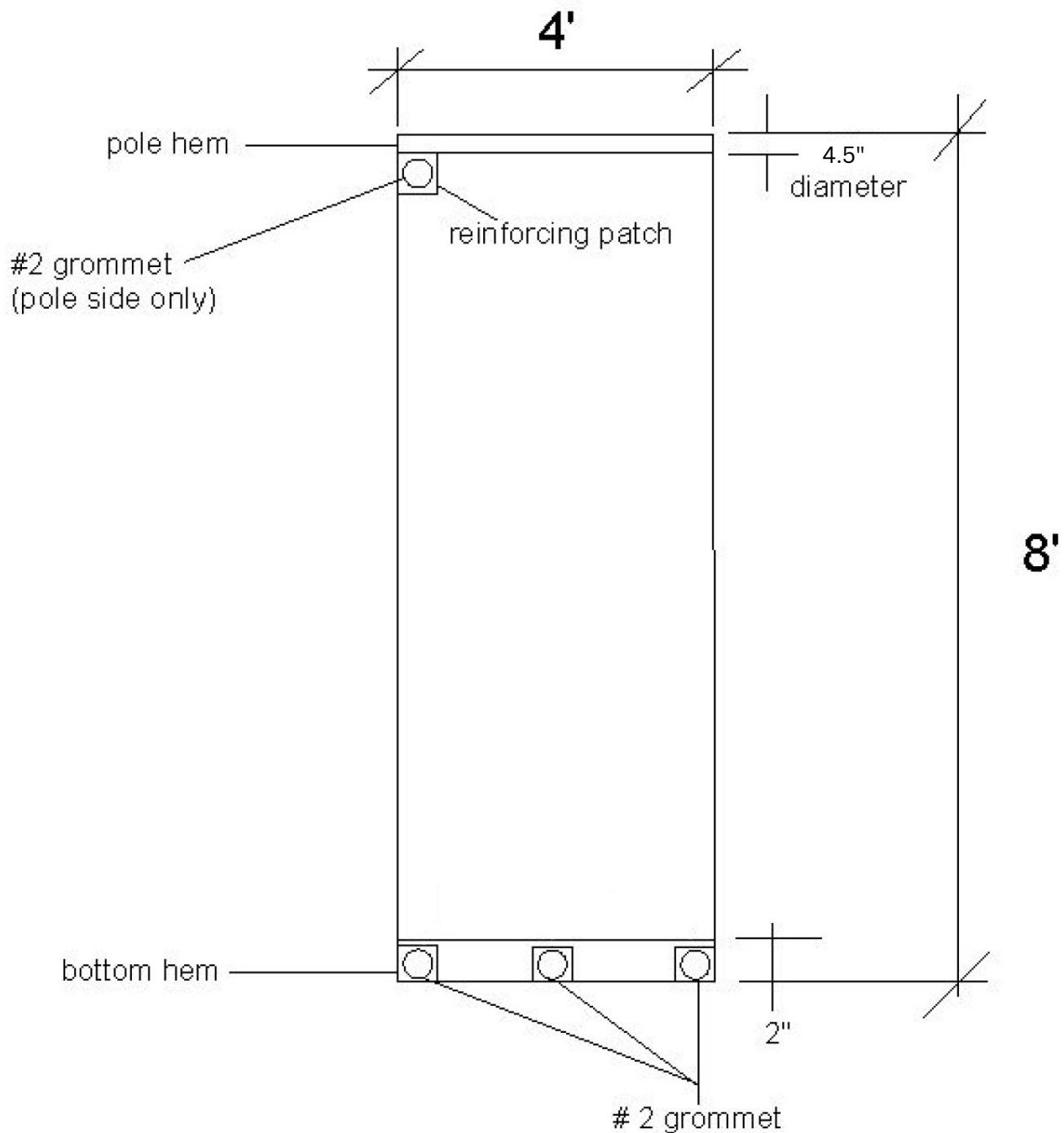


EXHIBIT G

DIAGRAM OF HISTORIC BANNER SET

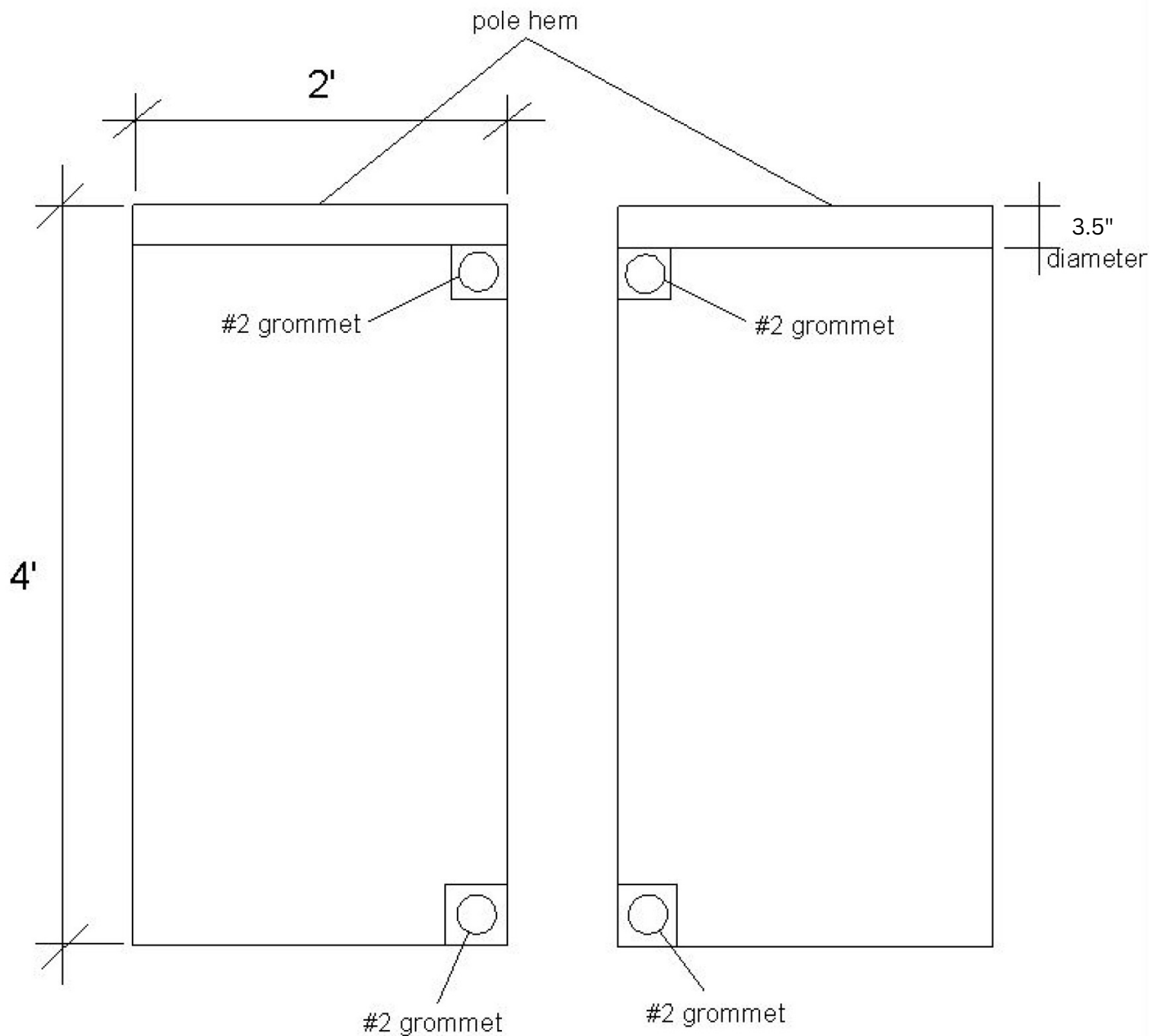


EXHIBIT H

DIAGRAM OF MAIN STREET (2.5' x 12') BANNERS

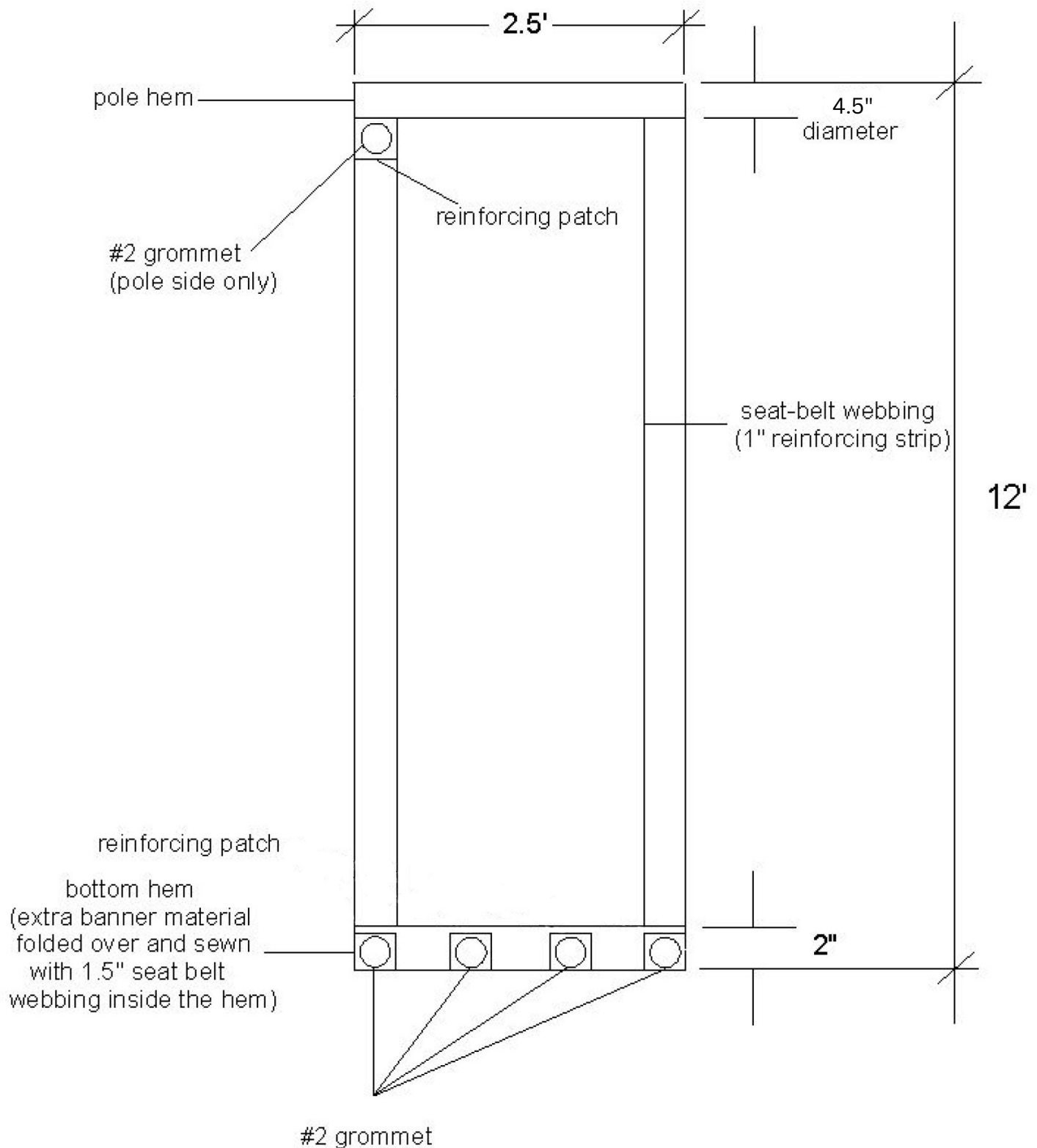


DIAGRAM OF DALLAS ST./BAGBY ST. BANNERS

