



Downtown District Banner Policy

Program Objectives & Policy

The objective of the Downtown Banner Program is to add color and excitement to the Central Business District 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 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 the banners to promote a commercial or political entity or event. Examples of noncommercial uses include the celebration of an anniversary or entity, an educational or awareness campaign or an event that is free to the public. In this case, banner design must be artistic in nature with minimal words.
- 2. Major conventions or trade shows located at the George R. Brown Convention Center.** 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 (see attached map).
- 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. Examples of past ordinance approved events include Super Bowl XXXVIII, the 2004 Major League Baseball All-Star Game and 2006 National Basketball Association All-Star Game. These types of events are to be used as a model of what the City desires to attract and retain. Similar type of events must go through City Council to be added to the list of approved "special" events.

Application & Contract

An application shall be made to the Downtown District at least three months prior to the requested installation date. Once approved, a contract will be executed between the applicant and the Downtown District (see attached contract). *Please note the indemnification clause in the contract.*

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 and be performed by a vendor that is approved by the Downtown District with regard to experience, qualifications and insurance.

Insurance Requirements

The applicant can not commence work until it has obtained the insurance required in the contract and such insurance has been approved by the Downtown District (see attached contract).

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 (see attached 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.

Attached Documents:

Banner Program Application

Banner Program Map

Banner Program Guidelines & Specifications

Banner Program Contract (seperate attachment)



APPLICATION FOR BANNER INSTALLATION

Date: _____

Organization Name: _____

Contact Name: _____

Address: _____

Phone: _____ Email: _____

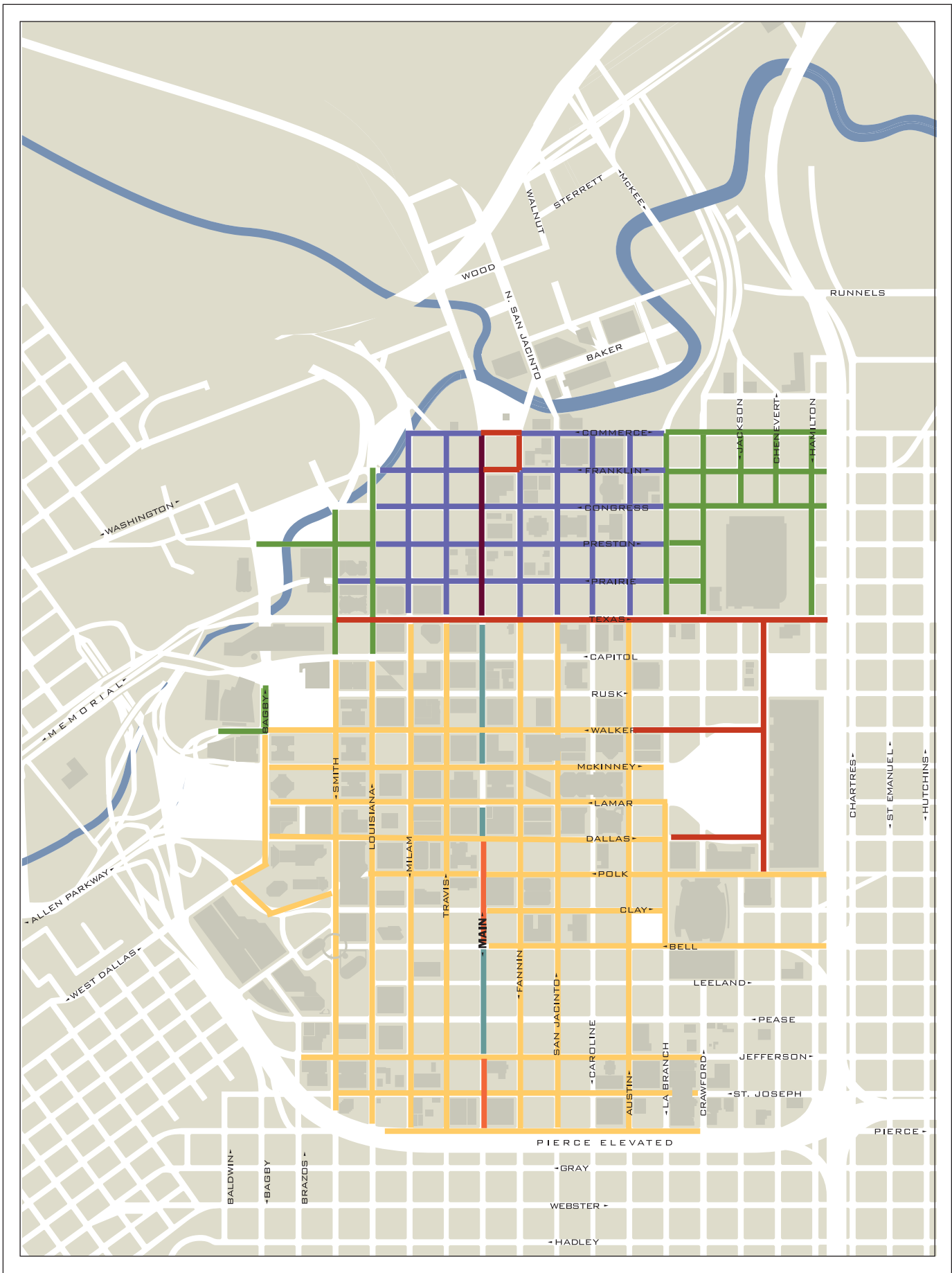
Purpose and description of banner campaign:

Requested Display Dates:

Begin Date: _____ End Date: _____

Please complete this form and return it to:
Houston Downtown Management District
Banner Program/Angie Bertinot
Fax: 713.650.1484 or email angie@downtowndistrict.org

If you have any questions, please contact Angie Bertinot at
angie@downtowndistrict.org or 713.650.3022



Downtown Banner Map

- Constellation
- Historic District
- Theater District
- Main Street/2.5'x12'
- Main Street/
Historic District
- Texas Flag &
Convention/Trade Show-
unavailable



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 can be used with an exception being Convention and Trade Show banners which must display name, logo and date of event as part of the design.

The Downtown District’s banner campaign consists of a family of “core” destination-oriented banners interspersed with seasonal banners. We work with a large color palette and encourage users to work within this palette if possible.

Helpful hint: the most dynamic banners are those that use color! White backgrounds tend to look washed out especially if copy is being layered on top. Earthy tones, if used as the primary palette, usually do not show up well against downtown’s buildings. The purpose of the banners are to enhance the surroundings as well as celebrate your event or entity.

- pms 131C
- pms 1405C
- pms 174C
- pms 1805C
- pms 1815C
- pms 7459C
- pms 315C
- pms 363C
- pms 3425C
- pms 368C
- pms 105C
- pms 1525C
- pms 160C
- pms 213C
- pms 649C
- pms 638C
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- pms 113C
- pms 584C
- pms 618C
- pms 3995C
- pms Black C

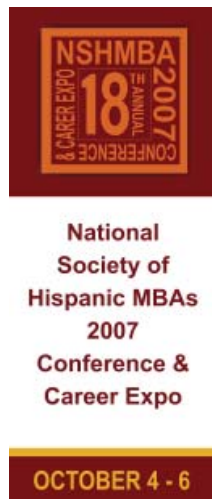
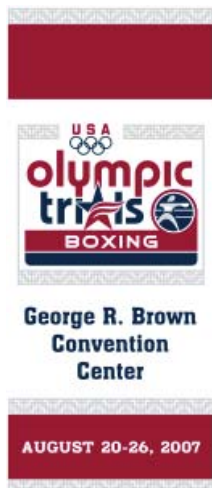
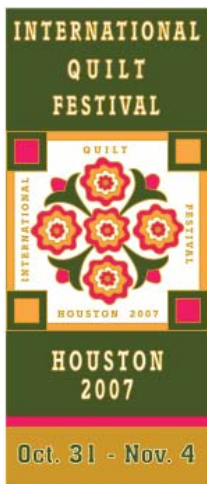
CMYK colors are available upon request

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

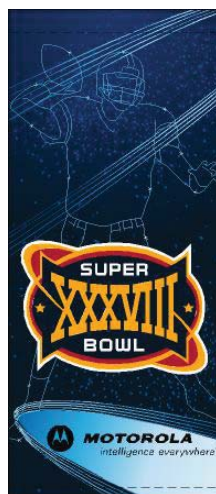
Noncommercial and nonpolitical use by non-profits



Major conventions and trade shows



City approved large-scale major events



Banner Fabrication Specifications & Materials

1. Banner Types – Constellation, Theater District, Historic District, Main Street Historic, Main Street (2.5' x 12')

- a. Vinyl
 1. 18 ounces per square yard or heavier
 2. Mildew and rot resistant
 3. Ultra-violet and fade resistant
 4. 2 year life span material

2. Banner Type – Main Street (2.5' x 15')

One of the two materials listed below will be selected by the Downtown District prior to fabrication.

- a. Verseidag seemee (Mesh Supreme)
 1. 10.33 ounces per square yard or heavier
 2. Flame retardant
 3. Ultra-violet and fade resistant
 4. 1 year life span material
- b. Cooley Mesh – 2450
 1. 8.5 ounces per square yard or heavier
 2. PVC – fire retardant
 3. Ultra-violet and fade resistant
 4. 1 year life span material

Finishing

1. Hems: All folded hems will have double needle lock stitch with heavy polyester thread except for the Main Street 2.5' x 15' style banner which will be heat bonded. Hem types:
 - a. Pole Hem (top): This hem is a continuation of the banner itself, which is folded to create the hem and the sleeve. Total width of this hem after folding is 3-1/2". There are no figures or colors (other than the banner canvas color) within the hem. Pole hem for 3" diameter bracket ball.
 - b. Bottom Hem (not all banner types): This hem, located at the bottom of the banner, is a continuation of the banner itself, which is used to create the hem. Total width of this hem after folding is a minimum of 1-1/2". There are no figures or colors (other than the vinyl banner color) within the hem. It includes a double fold of the fabric and double stitching. The Main Street 2.5' x 12' banner and the Main Street 2.5' x 15' banner will also have 1.5" of seat belt webbing inside the hem for extra reinforcement. The Main Street 2.5' x 15' banner style will have a bottom hem that is heat bonded and not stitched.
 - c. Side Hem (standard banner set only, see Exhibit C): This hem, similar to the bottom hem, is stitched on the side of the banner closest to the light pole, where the grommets are located.
 - d. Side Hem with reinforcing strip (Main Street 2.5' x 12' banner): This strip contains seat belt webbing totaling 1 inch in width used to reinforce side nearest to light pole for Texas flag, and both vertical edges for the Main Street 2.5' x 12' banner. The seat belt webbing will not be exposed and will be covered with banner material that is folded over and sewn.
 - e. Cornered gussets (Texas flag banner only): These corners are reinforced with canvas at the stitch and three layers of canvas at the grommet.
 - f. Reinforcing patch (constellation banner, Texas flag banner, theater district banner, Main Street 2.5' x 12' banner, Main Street 2.5' x 15' banner): This patch is one extra layer of banner material stitched around all bottom grommets to reinforce the grommets.
2. Grommets: #2 spur brass. All grommets are reinforced with 2" x 2" triple layer of vinyl stitched on all sides.

Size

1. 32" wide x 74" long (pole hem – top, bottom hem, grommets – top corner (pole side), three bottom grommets, reinforcing patch – all grommets) rectangle. (See Exhibit D - Constellation banner set).
2. 4' wide x 8' long (pole hem – top, bottom hem, one grommet – top corner (pole side), three bottom grommets, reinforcing patch – all grommets) rectangle. (See Exhibit F – Theater District banner).

3. 2' wide x 4' long (pole hem – top, one grommet – top corner (pole side), one grommet - bottom corner (pole side), reinforcing patch – all grommets) rectangle. (See Exhibit G – Historic banner set).
4. 2.5' wide x 12' long (pole hem – top, bottom hem, one grommet – top corner (pole side), four bottom grommets, reinforcing strip (two vertical edges), reinforcing patch – all grommets) rectangle. (See Exhibit H – Main Street (2.5' x 12') banners).
5. 2.5' wide x 15' long (pole hem – top, bottom hem, one grommet – top corner (pole side), reinforcing patch – top corner (pole side), four bottom grommets) rectangle. (See Exhibit I – Main Street (2.5' x 15') banner set).
6. 2' wide x 4' long (pole hem – top, one grommet – top corner (pole side), one grommet - bottom corner (pole side), reinforcing patch – all grommets) rectangle. (See Exhibit J – Main Street Historic banner).

Breakaways

1. Ultra-violet resistant black nylon zip tie. Tensile strength of 175 lbs. or greater is required. The dimensions of the zip ties are 5/16" wide x 24 inches long.
2. Breakaways are required to be installed at all grommets except Texas flags, where existing "D-ring" clamps may replace breakaways on a per grommet basis.
3. Double breakaways required for all grommets for banners shown in Exhibit D, F, H, and I.

Fabric color

There will be no extra charge for dyeing vinyl and nylon fabrics the standard colors. The standard colors are magenta, cyan, yellow and black. If these colors are incorporated in a design, these colors will not be included in the 2, 3 or 4 color process.

EXHIBIT D

DIAGRAM OF CONSTELLATION BANNER SET

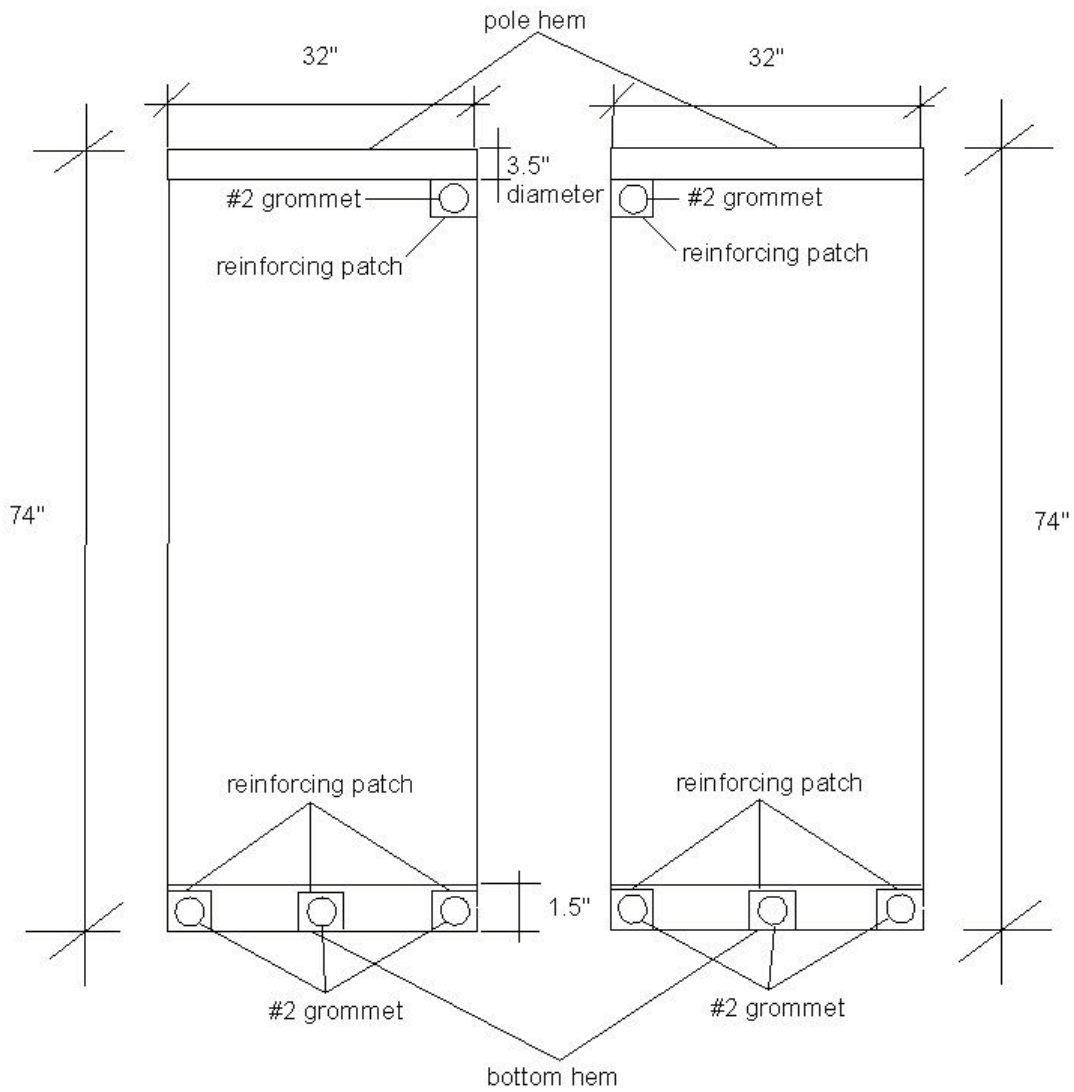


EXHIBIT F

DIAGRAM OF THEATER DISTRICT BANNERS

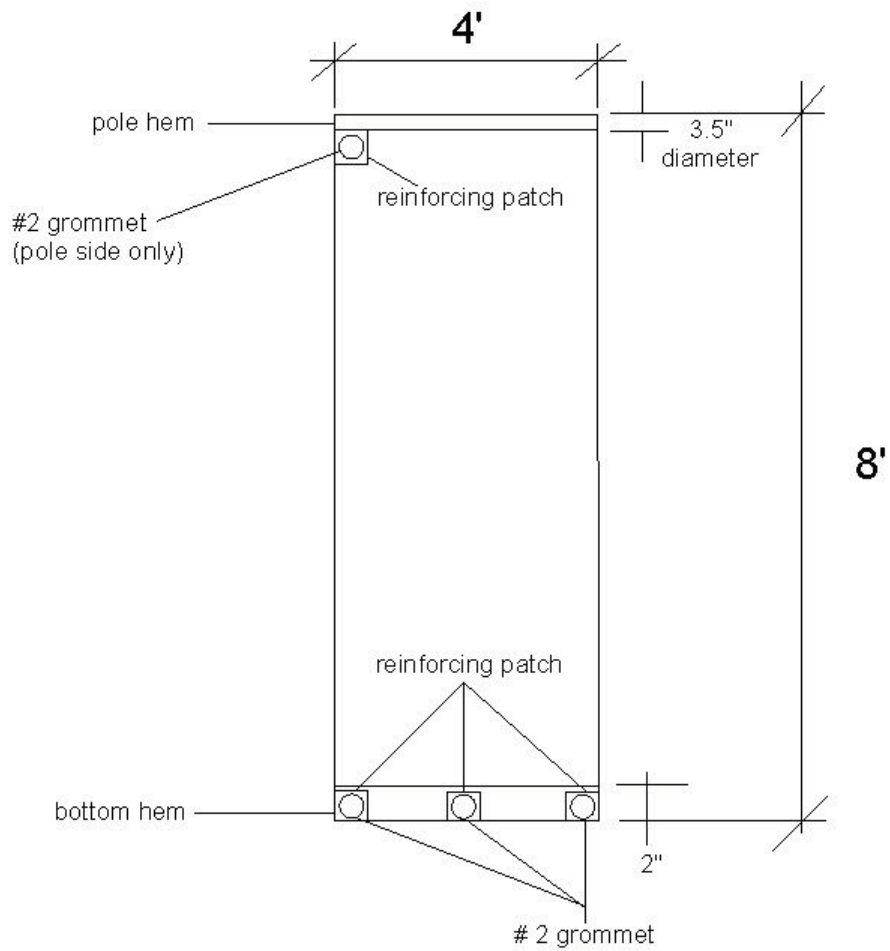


EXHIBIT G

DIAGRAM OF HISTORIC BANNER SET

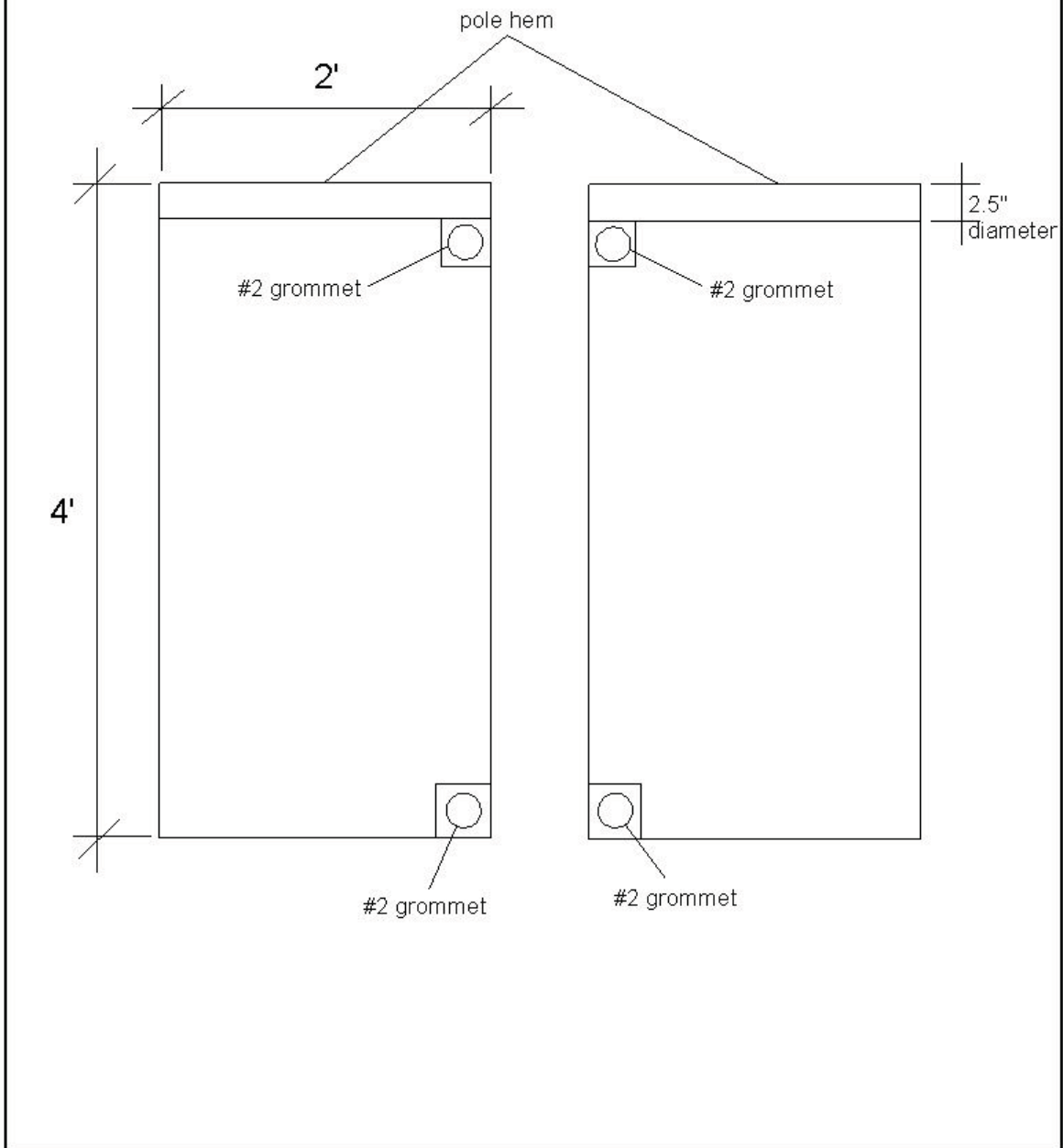


EXHIBIT H

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

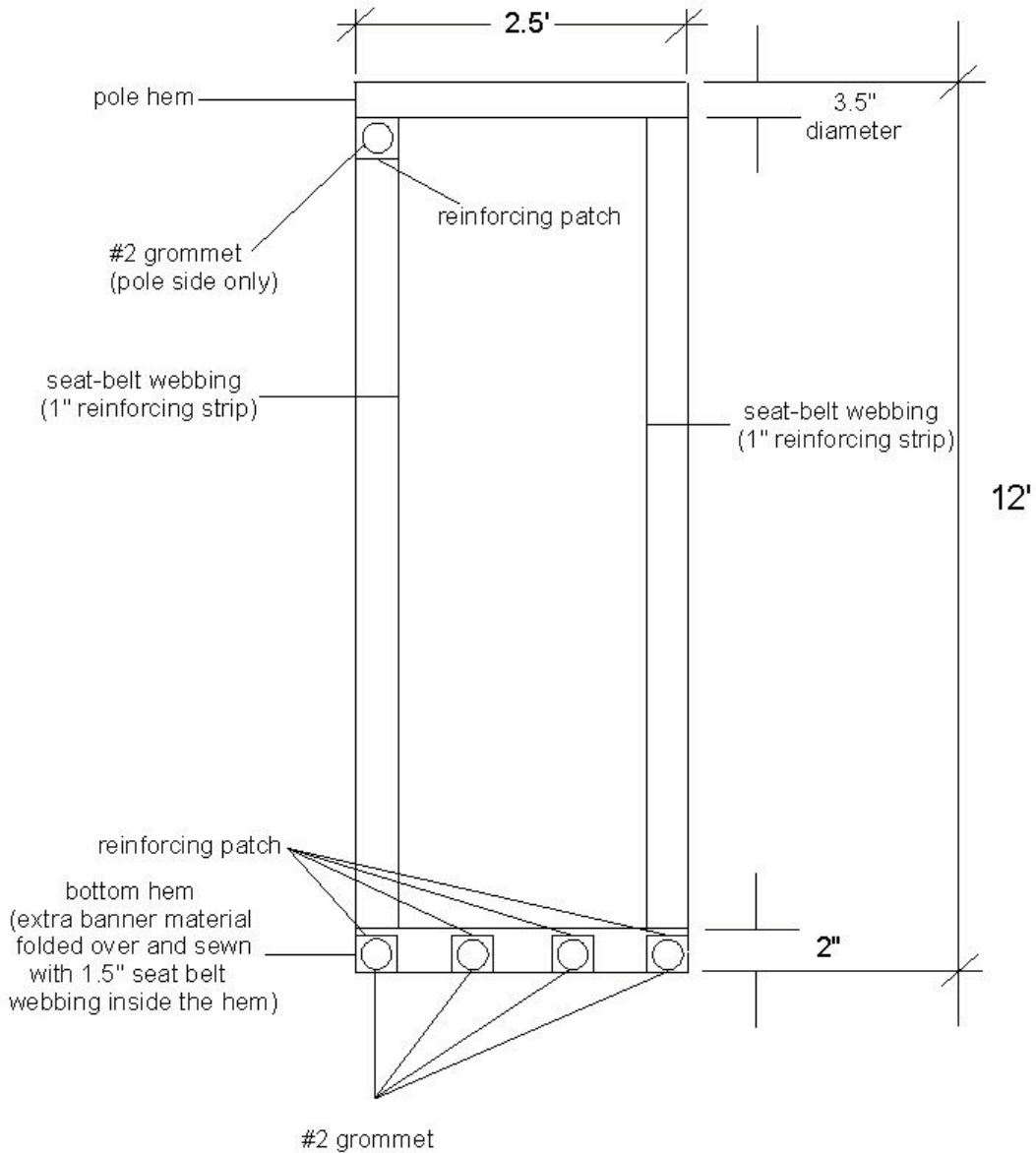


EXHIBIT I

DIAGRAM OF MAIN STREET (2.5' x 15') BANNER SET

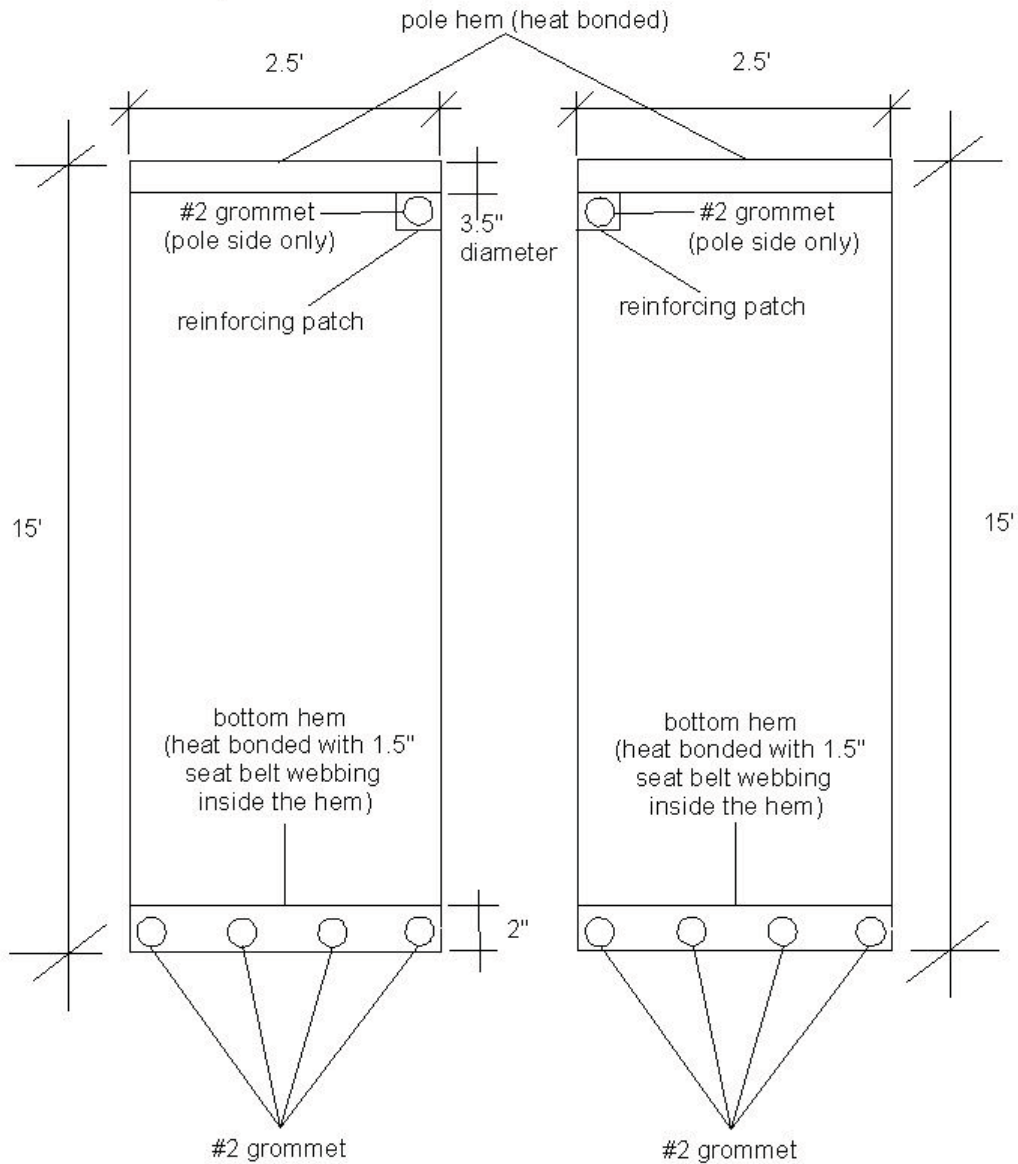


EXHIBIT J

DIAGRAM OF MAIN STREET HISTORIC BANNER

