

Port of San Francisco Street Pole Banner Guidelines



August 2019



THE PORT OF SAN FRANCISCO
150 YEARS
A PLACE FOR DINING

THE PORT OF SAN FRANCISCO
150 YEARS
A PLACE FOR SAILING

THE PORT OF SAN FRANCISCO
150 YEARS
A PLACE FOR SHIPS

LV CUP

AMERICAN
150
SEPTEMBER 2011

Table of Contents

I. Purpose & Definitions.....	3
II. Allowable Banners.....	4
III. Issuance of Banner Permits.....	4
IV. Design Criteria.....	5

Port of San Francisco Street Pole Banner Guidelines provide design and regulatory direction for banners on Port property.

Figure 1. Streets Authorized for Banners



I. Purpose & Definitions

Purpose

The purpose of the Street Pole Banner Criteria (Criteria) is to govern the design, placement, and fees for the hanging of street pole banners within the jurisdiction of the Port of San Francisco. Banners are intended to create a dynamic and colorful appearance to the San Francisco waterfront that furthers the Port's objective of enhancing its attractiveness and enjoyment for the public. The Port may permit banners to inform the public of civic, cultural, or other public events pertaining to the San Francisco waterfront, or other events consistent with the public use and enjoyment of Port or City property.

Area of Consideration

These Criteria regulate the permitting and installation of Banners along the following streets under the jurisdiction of the Port of San Francisco: The Embarcadero Roadway and King Street (center median only), Jefferson Street, Illinois Street, Terry Francois Boulevard, and Cargo Way (See Figure 1). The Port's Executive Director may approve hanging banners on other streets specified by these Criteria. The Port shall append to this policy a description of each additional area approved.

Definitions

The following definitions shall apply to these Criteria:

- A. **"Banner"** is defined as a sign that is not made of rigid material nor enclosed in a rigid frame so as to allow movement, and that is mounted to a public light or other utility pole with top and bottom horizontal rods.
- B. **"Event"** is defined as an activity of general public interest to San Francisco residents or visitors to the Port of San Francisco that takes place in the City or within Port jurisdiction, and can reasonably be expected to have an in-person attendance of 500 or more people for a single event or 1,000 or more for a series of events.

Banner Categories

- A. **"Port Purpose Banner"** is a Banner announcing an event of the Port, its lessees, or licensees within or adjacent to Port property where the Banner is intended to promote the Port's maritime resources, or activities of the tenant that are not purely a commercial enterprise.
- B. **"Public Agency Banner"**, is a Banner announcing an event, or series of related events which have received \$5,000 or more from the City or any of its departments, boards, commissions or agencies, or other recognized government agency, and that furthers or promotes the public mission of that agency.
- C. **"Event Banner"** is a Banner announcing an event, or series of related events, of interest to a significant portion of visitors to the Port of San Francisco, which is not purely commercial, and where
 - i. All or a portion of the proceeds, if any, will directly benefit a federal, state, or local government agency or a charitable non-profit organization that maintains tax-exempt status under Internal Revenue Code Section 501(c)(3), or
 - ii. The Event will take place on publicly owned property within the City of San Francisco and further a public purpose.

II. Allowable Banners

Permitted Banners

Only the following Banners may be posted on street poles within Port property:

- A. Port Purpose Banner
- B. Public Agency Banner
- C. Event Banner

No Political Advertising and No Public Forum

Banners that serve as political advertising may not be posted on the street poles within Port property. Nor is it the intent of the Port Commission to create a public forum on the upper portion of street poles within Port jurisdictional boundaries by allowing the placement of banners as permitted by this Criteria, or by allowing any other attachment to street poles.

Waterfront Event Preference

If there is demand for Banner placement that is greater than the number of street poles available for the placement of Banners, the Port shall give preference to banners that relate to events that occur within the jurisdiction of the Port of San Francisco.

Term of Banner Placement

Banners may be permitted for up to fifty (50) consecutive days and must be removed no later than five (5) days after the date of the sponsored event or the conclusion of the permitted period, whichever occurs first. The draft Criteria would permit the reinstallation of Banners for the same or similar event for up to an additional fifty (50) day period may be permitted beginning seventy (70) days after the previously permitted Banners were removed. The Port's Executive Director may allow placement of Banners for greater than 50 consecutive days at the Executive Director's sole discretion to further the intent of these Criteria.

III. Issuance of Banner Permits

Permit Required

No Banner may be installed on Port property without first obtaining an Encroachment Permit from the Port. Issuance of a permit requires payment in accordance with the posted Encroachment Permit Fee Schedule at the time of filing an application. The schedule is available on the Port's website at www.sfport.com.

Permit Application

Application for a Permit must be submitted to the Port no earlier than 120 days and no later than fourteen (14) days prior to the Permittee's requested installation date of the Banners. The application shall include the following information:

- A. Name of the person or organization requesting the permit, including a contact person, phone number, mailing address, and email address if applicable.
- B. A detailed site plan indicating:
 - i. streets and street names;
 - ii. location of all poles on a street, including those proposed to be used for Banners (base map of most Port streets with generalized pole locations is available on the Port's web site at www.sfport.com).
- C. Name and description of event including event dates for which Banners are proposed, if applicable.
- D. Drawings accurately displaying the proposed Banner designs with all dimensions, proposed text, colors, and materials for the Banner.
- E. Installation detail and description of materials used for installation.
- F. Proposed date for installation and removal of Banners.
- G. Other requirements as listed on the application form (available on the Port's website at www.sfport.com).

Compliance with Sign Guidelines

Prior to issuance of a permit to allow placement of Street Pole Banners any Port tenant or its lessees, or licensees occupying Port property must be found to be in compliance with the Port Sign Guidelines (available on the Port's website at www.sfport.com).

Violation of Banner Criteria

Any violation of the provisions of these Criteria or any regulations promulgated by the Port pursuant to these Criteria, or the continued existence of a condition in violation of these Criteria, shall be grounds for the Port Executive Director to deny a permit for a Banner to the person, business, or entity violating the Criteria, until such condition is corrected. At his or her discretion, the Port's Executive Director may require that a performance bond, not to exceed \$25,000, be posted before a permit to hang banners is granted to any Permittee who has violated these Criteria in the past, or any of the regulations promulgated by the Port pursuant to this Section. A person, business or entity which violates the Criteria three times will not be eligible for a new Banner permit for three years following the third violation.

IV. Design Criteria

Dimensions

The dimensions of the Banners shall be not greater than 72 inches vertically by 36 inches horizontally.

Attachment

Banners shall be secured with bottom and top horizontal support rods and metal bands or brackets to attach to the pole. Stainless steel bands, or other types of bands approved by the City, and a protective material such as neoprene, shall be installed to protect the surface of the poles. The Permittee is responsible to pay for and repair any damage to light poles or fixtures. Failure to carry out these responsibilities in a timely and responsible manner will constitute a violation of the Criteria and will affect any future applications for installation of Banners.

Mounting Height

Where banner is hung within 2-feet of a roadway or transit line, the bottom horizontal support rod for the Banner shall be placed a minimum of fourteen (14) feet above the finished grade, measured at the base of the pole to which it is mounted. The top bracket of the proposed Banner shall be placed at a minimum of 2 feet below a riser or guy wire; such as on MUNI poles. Banner height on poles shall be as consistent as practicable.

Wind Slits

Reinforced wind slits are recommended. The Permittee may be required to analyze wind and weight loads of the Banners on the proposed poles to be used.

Biodegradable Banners

Banner Content

Banner content should graphically convey the message of the event or its purpose in a simple manner using bold colors and a minimum number of images and text so as to inform the public of the event and avoid visual confusion. If the applicant seeks to include corporate or commercial sponsorship of the Banner, such sponsorship shall be limited to 15% of the total Banner area and shall not be the visually dominant feature of the design. Port sponsored banners may have a larger area dedicated to the Port sponsorship. Banner content shall be subject to review and approval by the Port's Executive Director or the Executive Director's representative.

Maintenance

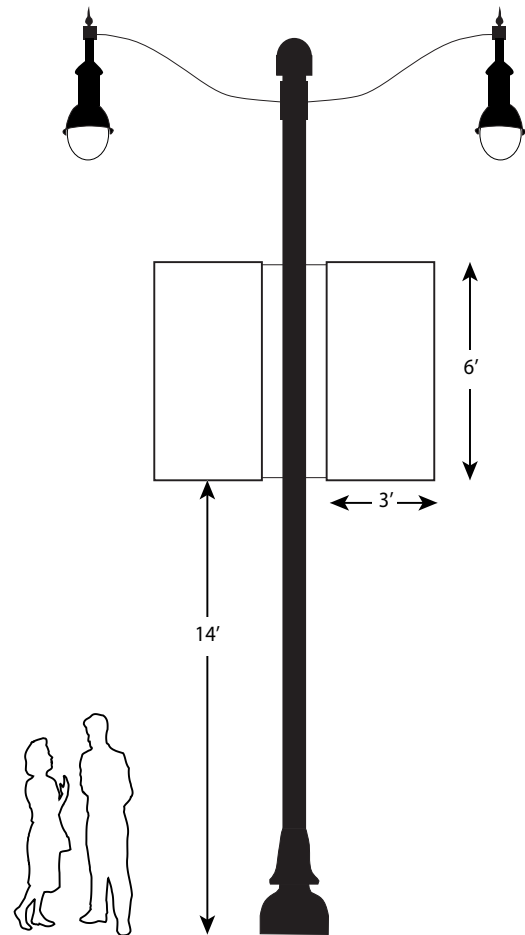
Banners shall be inspected frequently by the Permittee for any damage or tears to the Banner, associated hardware, or the pole. If any damage or tears exist, the Banner and all its attachments shall be removed or repaired immediately by the Permittee, at no cost to the Port.

Placement Within Blocks

Permittees may apply to place one or two Banners per pole where poles are suitable for Banner installation. For Banners to convey a clear message and positively contribute to the visual quality of the Port's streets and roadways the Port will designate all poles suitable for Banner installation within a single block for a single banner Permittee. Permittees may request placement of Banners on multiple blocks. Permittees requesting fewer quantities of Banners than the poles designated for an entire block may request placement of Banners on less than every designated pole within the requested block. Only one Banner sponsor shall be permitted per individual street block.

Placement of Banners

The Banner shall not obstruct in any way the public's view of traffic signals, street signs, or any other regulatory, directional, or other Port- or City-approved signs.



Required clearance per street cars and roadway traffic



Street Pole Banner Criteria

