

PBID Managed Banner Protocols



The San Jose Downtown Association and PBID manage banner placement on Post Street and Paseo de San Antonio. Requests can be made to place up to 5 banners on Post Street (4 Qmunity banners will remain in place at all times, 2 at 1st Street and 2 at Market Street) and 11 banners on Paseo de San Antonio lamp posts. Banner availability may also vary, depending on the total number of requests made. Banner placement is reserved for community and arts events, with specific emphasis on LGBTQ+ supporting groups/events on Post Street and the Historic District.

Purpose

To celebrate international, national, and community wide events or causes.

Eligibility

PBID and BID members, organizations partnered with SJDA, City of San Jose, and community groups, including non-denominational, nonprofits and charitable events or causes 501(C)(3) are eligible to make a request. Banners will not be considered for commercial endeavors, personal occasions or religious or faith-based observances.

Locations

- Post Street, between 1st and Market Streets
- Paseo de San Antonio, between 2nd and 3rd Streets

Requests/Applicants

All requests will be approved on a first-come-first-served basis and space can be reserved two to six weeks in advance. The installation fee is \$72 per banner, and is the same regardless of the number of banners.

Requests must be submitted to the PBID Project Coordinator. The request form can be found here (INSERT LINK). There is no automatic renewal agreement. A new request must be submitted annually as needed. Requests are handled on a first come, first served basis. Applicants will receive an electronic response stating whether the request has been approved. Not all requests can be accommodated.

If an application is declined, it is not a reflection of the merits or importance of the request. Banner installation on Paseo de San Antonio is at the sole discretion of the San Jose Downtown Association. Banners on Post Street will be approved by the San Jose Downtown Association and Project MORE, as programming partners.

Items to be Considered

Requests must be submitted at least 30 days in advance, but no more than a year in advance. Banner requests must come with a timeline. Banner changes may not happen during the weekend. Please consider the banner calendar when scheduling as these dates may not be available.

Banners must be delivered to the SJDA office a minimum of one week in advance of the event, but may be installed up to two weeks prior to the event. The banners will be removed immediately after the event and must be collected by the owner within one week, or they will be recycled.

Content for the banners must be appropriate for all ages and respectful to all communities. Requests without a proof of banner content will not be approved.

Interested parties are responsible for the production of their banners and must adhere to the required specifications:

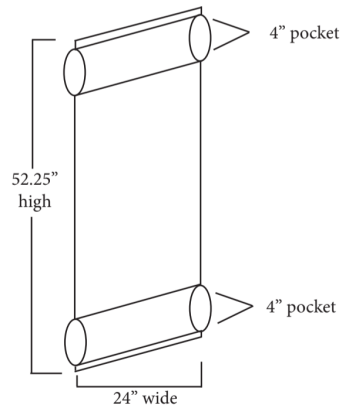
Specifications for Post St lamp posts:

- 2 feet by 5 feet and a quarter inch
- between pole pockets: 53 inches
- pole pocket: 3.25 inches, .25 inch seam at the ends.

Specifications for Paseo 3 lamp posts:

Banner Specifications:

*Double sided with 4" pocket, located 3/4" from the top and bottom.



Requests will be evaluated based on factors including: nature of cause/event; history and background of organization, cause/event; how the banner will benefit the cause/event; and the relationship of the banner to the cause/event.

The San Jose Downtown Association may override any existing and confirmed banners in support of citywide, national or world emergency observances, and will work with requesters to best accommodate or reschedule the original request.

The San Jose Downtown Association endeavors to accommodate as many requests as possible, and requests are typically handled on a first come, first served basis. If multiple requests are made for different banners on the same dates, preference will be given to events that are locally organized and that affect the largest number of City of San Jose residents.

Requests from commercial entities seeking to promote a product or service, or individual requests to recognize a personal birthday or anniversary will not be approved.