

Street Light Banner Installation Checklist

Banners are only permitted on streets and public rights-of-way that are designated for banner installation in a City Council resolution. The banners shall be installed only on light standards that have been equipped by the City with mounting hardware. Check off the steps below in the order they are presented.

District Authority

☐ When there is an existing district, the interested sponsor must contact the authorized district organization to coordinate design, production, and installation.

When there is not an existing district, the interested party must establish a new banner district, following these steps:

☐ Read the Banner District Program Guidelines at [City of SD Banner Districts webpage](#) for details about light pole selection.

☐ Determine the street ranges and/or street intersections for the proposed banner district.

☐ Contact the Economic Development Department at sdbusiness@saniego.gov to begin a conversation about banner district formation.

☐ Begin mapping the district with support from the Economic Development Department

☐ Coordinate with the appropriate City Council Office to bring the proposed resolution to City Council for approval.

Banner Design

☐ Banners are not used for commercial or political advertising, except that logos and trademarks of sponsoring organizations shall be permitted.

☐ Logos and trademarks cannot cover more than 5% of the banner surface area.

☐ Banner design is approved by the organization responsible for the banner district and the City of San Diego.

Materials Quality

☐ Banners should be produced with quality marine canvas or quality block-out or 16 ounce vinyl.

☐ Screen inks should be permanently (thermally) bonded to the fabric.

☐ Grommet and sleeve types must be specified as part of the banner design.

Banner Hardware

☐ Streetlight poles within the banner district already have City-permitted banner brackets.

If there are no City-permitted banner brackets, complete the following steps. For cost saving purposes, authorized district organizations usually install hardware at the same time they are installing banners.

☐ Banner brackets are installed on approved light poles under a City of San Diego sign permit. Learn how to obtain a permit for signs at [Information Bulletin 111](#).

☐ Permits require a contractor who is a licensed by the [State of California](#) and has workers' compensation insurance (if applicable).

☐ Apply for City of San Diego sign permit(s) at [Sign Permits online](#). Tips for filling out the application:

a. Acceptable signature for permit: Authorization representative, for example Joan Smith per letter of authorization from Sponsoring Organization. Signing as Owner Builder. i.e., Agent of American Red Cross, San Diego Padres, etc.

b. Agent to sign exemption from Workers Compensation Insurance and provide Owner Builder Form as if they are Owner.

c. Agent to list the hired contractor on the Owner Builder Form. Contractors provide their own Worker's Compensation Insurance.

d. Description of work, Banner Program.

e. "Property Owner" is the Sponsoring Organization, if their address and phone number as lessee.

f. Must provide Certificate of Liability Insurance.

Installation

☐ Installation of banner brackets may require traffic control. Review [Information Bulletin 117](#).

☐ Read the Banner District Program Guidelines at [City of SD Banner Districts webpage](#) for details about banner attachment specifications.

Removal

☐ Plan for removal. Banners shall be displayed no more than 30 calendar days, with one 30-calendar-day extension. Unless the overseeing district organization is Business Improvement District, then the banners may be displayed for 6 months, with one 6-month extension.