



Special Event Banner & Sign Display Program

The Special Event Banner Program allows the placement of banners across Vista Village Drive, near the intersection of Indiana Avenue, and on one or more of seven locations (listed on back page) throughout the City to promote selected special events. Vista organizations planning special events in Vista can apply to use the banner poles or banner sign locations to promote their upcoming events.

Approval Procedures

Non-profit organizations that are hosting a public event within the City of Vista may apply for the Special Event Banner and Sign Display program. The city's street banner is located near the intersections of Indiana Avenue and East Vista Way. The city also maintains seven street signs located throughout Vista. City of Vista events and programs have first priority in useage. During the months from May through September, there is limited to no availability due to the number of events and programs occurring in Vista.

To display a banner, organizations should submit applications at least 45 days prior to the proposed display date for City Council approval before the banner is to be displayed. The proposed banner design is reviewed by the City Council at a regularly scheduled meeting. Due to the limited number of Council meetings during the months of July, November and December, applicants with special event dates scheduled during or immediately following these months are encouraged to submit applications at least 60 days prior to the proposed banner display date.

Once the City Council endorses a banner design, the applicant's organization must have the banner commercially fabricated at its own expense. The City will install and remove the banners.

City Hanging Fee

Banner Display over Vista Village: \$317

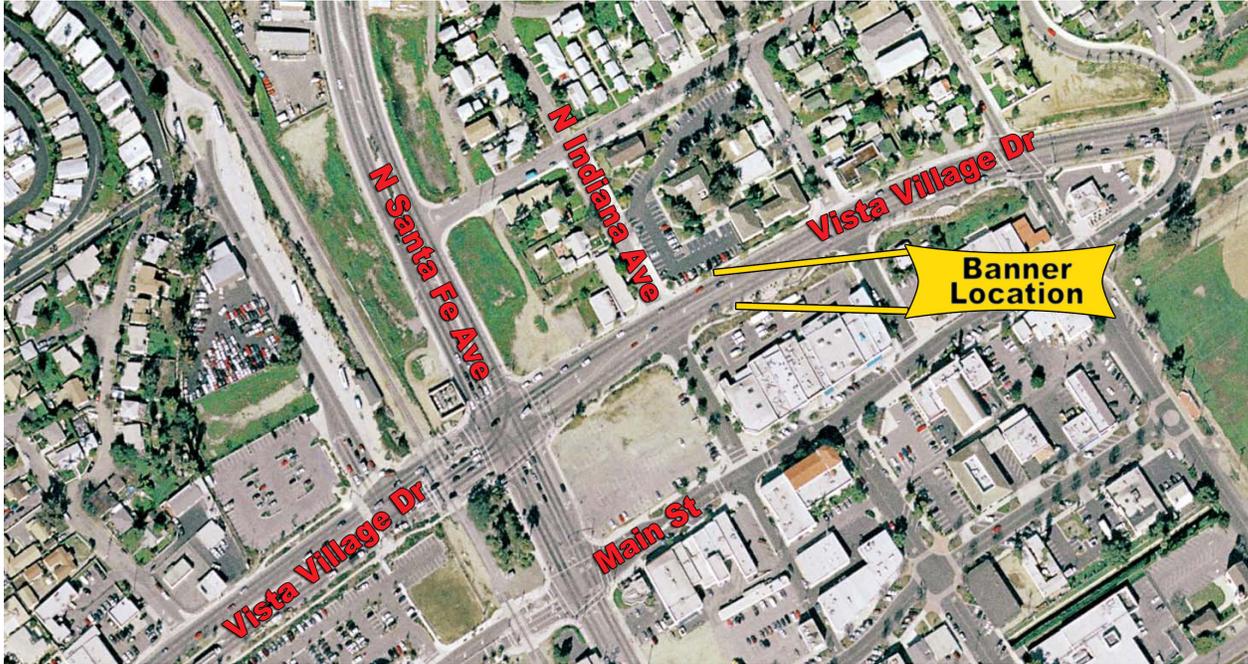
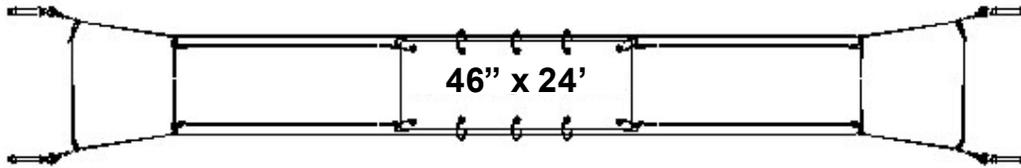
Sign Display per Location: \$48

Street Banner Design Criteria

1. Banners must be commercially manufactured.
2. Banner size is 46 inches tall by 24 feet wide. Finished banner should be fabricated to measure 46 inches high with a one-inch border.
3. Banner/grommets must be capable of withstanding wind velocities up to 70 mph without failure. Grommets should be placed at least one grommet for every 3 feet of banner width. Grommets are recommended as either Size 2 (3/8") or Size 3 (7/16"). The finished banner should include reinforced corner "D" rings that face out from the short side of the banner.
4. Maximum allowable banner billowing is 12 inches. Wind slits/pockets should be punched at intervals as specified in the accompanying design schematics.
5. Banner text should be at least 5 inches tall for lower-case letters; 7 inches tall for upper case. Banner background and text colors shall be contrasting colors.
6. Banner must include the City of Vista logo. Banners may include corporate/business event sponsor logos provided the logo copy area does not exceed 20% of the total banner area. Restriction does not apply to non-profit/government organizations.
7. Banner material weight must be 14 ounces (or greater) vinyl or equivalent.
8. Banners may be one or two-sided; however, there is no guarantee that both sides of the banner will be visible when the banner is installed. The City cannot guarantee an exact hanging position

Preferred Option: Single-sided banner (46" x 24')

24' banners should have 9 grommets on the top and bottom. Banners wider or narrower than 24' must have at least one grommet for every 3' of banner width.



Vista Companies that Make Banners

The following is a list of banner fabricators located in Vista. The City does not require applicants to use vendors on this list. Banners may be made by any company the applicant chooses, provided that they are constructed in accordance with banner specifications.

FEDEX KINKOS: 760.940.5203

IDEAS CABRERA: 760.941.8492

ROUSE SIGN: 760.726.2070

COPY MAX: 760.732.1122

STAPLES: 760.639.1420

URGENT SIGNS: 760.598.0100

Street Signs Design Criteria

1. Signs must be commercially manufactured.
2. Sign size is 4' X 4'. The live area is 3'9" X 3'9".
3. Signs may include corporate or business logos for event sponsors provided copy area of the logo(s) does not exceed 20 percent of the total sign area. Logos for non-profit or governmental organizations are not subject to the 20 percent restriction.
4. The sign must feature the City of Vista logo.
5. Sign material shall be 14 ounce vinyl (or greater) and are one sided only.

Street Sign Design Sample



- 6). Use the **Who - What - Where - When** method when creating your sign. **Who** is presenting the event (signified by placing your logo); **What** is the event title; **Where** is the event; and **When** is the event (dates and time). We recommend placing your organization's logo adjacent to the City of Vista logo.
- 7). Use only solid colors for the background of the sign. Select a contrasting color to the background for lettering. Images and patterns used as background are highly discouraged due to poor visibility.
- 8). The date of your event is required to be at least five inches tall. The title of your event should be slightly smaller.

For More Information

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