

Special Event Banner & Sign Display Program



Procedures

1. Ensure there is calendar availability for the proposed banner and/or signs by emailing ladams@cityofvista.com. If the desired dates are available, you will be sent an application.
2. Complete the application and send it with the proposed design to ladams@cityofvista.com.
3. Upon approval of the design, the organization is responsible for sign fabrication from the printer of their choice.
4. Signage will need to be dropped off by the Thursday before the Monday hanging to the Public Works Yard, 1165 E. Taylor Street, Bldg A.
5. Banners and signs are installed on Mondays. In the event of inclement weather or other issues, banners and signs will be installed on the next available day. Delays do not result in an adjustment of fees or scheduling.
6. Following the event, the organization will be notified when their signage may be picked up at our Public Works Yard. Signage must be picked up within 30 days of notification. Signage not picked up will be properly disposed of.

Vista Companies that Make Banners

The City does not require applicants to use vendors on this list. Banners may be made by any company the applicant chooses, provided 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



Special Event Banner & Sign Display Program

The primary purpose of the Special Event Banner and Sign program is to promote City of Vista events. As outlined, the City Council may approve banners and signs for other community events. Only banners and/or signs advertising community events to be held in the city of Vista by Vista non-profit organizations are permitted.

Approval Procedures

Non-profit organizations 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 intersection of Indiana Avenue and East Vista Way. Seven street sign frames containing 4'X4' signs are located throughout Vista.

Upon approval, the applicant's organization must have the banner commercially fabricated at its own expense. The City will install and remove the banners.

Street Banner Design Criteria

Handling fee: \$317

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. Please note: there is no guarantee that both sides of the banner will be visible when it is installed, or which direction it will be displayed.
9. A group may request to have two banners hung; however, they must relinquish one space if another group requests the same dates.
10. A banner may not be displayed more than 15 days during a sixty day period unless approved by the City Manager.

Street Signs Design Criteria

Handling fee: \$48 (per sign)

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.
 6. Use the **Who - What - Where - When** method when creating the sign. **Who** is presenting the event (signified by placing logo); **What** is the event title; **Where** is the event; and **When** is the event (dates and time). We recommend placing the 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 and are unlikely to be approved.
 8. The event date is required to be at least six to seven inches tall. The title of the event should be five to six inches, slightly undersized of the date.
- Sign banner locations throughout the city:**
Location 1: N/E Corner Business Park Dr. and Palomar Airport Rd.
Location 2: Vista Village Dr. and Vista Way
Location 3: Civic Center Dr. south of Pala Vista (in the parkette)
Location 4: N/E corner S. Melrose Dr. and Hacienda Dr.
Location 5: S/E corner E. Bobier Dr. and E. Vista Way
Location 6: S/W corner S. Melrose Dr. and W. Vista Way
Location 7: S/E corner Emerald Dr. and Hacienda Dr.