



La Mesa Village Association

LA MESA VILLAGE STREET BANNER PROGRAM APPLICATION

Hundreds of vehicles pass through La Mesa Village every day, not including the hundreds of pedestrians, bikers and city transit commuters. To help you reach this desirable audience, the La Mesa Village Association (LMVA) now offers a street banner program. Businesses are welcome to use these colorful, exciting and extremely effective banners to convey information about your business and/or special events to visitors and residents of La Mesa. Please complete the following information and submit to the LMVA so we may assist you with the process.

APPLICANT INFORMATION:

Name of Business: _____ Date: _____

Address _____

City: La Mesa State: CA Zip: _____

Contact: _____

Email: _____

Phone: _____

| Location Request (limited to 3 choices) | | | |
|---|-----------------|------------|------------|
| Locations | Location Choice | | |
| | 1st Choice | 2nd Choice | 3rd Choice |
| Acacia Ave to Date Ave (on La Mesa Blvd (LMB)) | | | |
| Date Ave to Spring St (on LMB) | | | |
| Spring St to Palm Ave (Northside) (on LMB) | | | |
| Spring St to Palm Ave (Southside) (on LMB) | | | |
| Palm Ave to Lemon Ave | | | |
| Palm Ave to Allison Ave | | | |
| Palm Ave to 3 rd St (Northside) (on LMB) | | | |
| Palm Ave to 3 rd St (Southside) (on LMB) | | | |
| 3 rd St to Lemon Ave | | | |
| 3 rd St to 4 th St (Northside) (on LMB) | | | |
| 3 rd St to 4 th St (Southside) (on LMB) | | | |
| 4 th St to Lemon Ave | | | |

APPROVAL PROCESS: LMVA Village Improvement Project (VIP) Committee will review each application and designs and approve to ensure consistency. Businesses are to submit a PDF file of the design in accordance with the timeline on the schedule.

BANNER DISPLAY FEES: The LMVA is responsible for the installation of the banners. The display fees are as follows:

- **Events Banners:** Rental Cost \$100.00 (30 days) + Build Cost \$64.00 + Banner Installation \$16.00 (per banner) = \$180.00 per event
- **Business Banners (banner can be split with another business):** Rental Cost \$300.00 (90 days) + Build Cost \$64.00 + Banner Installation \$16.00 (per banner) = \$380.00 per business

Full payment of the Banner Fees are due upon approval of the design to reserve space. Banner locations can be requested, but not guaranteed.

BANNER PROGRAM DETAILS: All businesses are responsible for complying with all LMVA requirements regarding content. Banners are for branding purposes only. They are not for promoting products and advertising. If a business is sponsoring an event for brand recognition, the brand can be used but is regulated by the LMVA restrictions. Business logos are restricted to 90% of the total banner area. There are No (1) commercial, religious or political messages allowed, (2) tag lines allowed, (3) phone numbers, addresses, email addresses and websites allowed and (4) traffic wordage such a "Stop" or "Yield" allowed.