



August 2010

TO: All Concerned

SUBJECT: Vertical Banner Guidelines

Vertical banners shall be used primarily as an adjunct to the downtown landscape, and as such, display seasonal themes and messages as authorized by the City of Bowling Green.

There shall be limited use of downtown light poles for purpose of advertising community events by installation of vertical banners. Selected poles designated for Vertical banner installation are indicated by black dots on the attached map.

Authorized locations include:

- Intersection of Main and Wooster (4)
- Main between Oak and Clay (3)
- Intersection of Main and Court (3)
- Intersection of Main and Clough (4)
- Intersection of Main and Washington (4)
- Intersection of Main and Pearl area (3)
- Intersection of Main and Ordway/Lehman (2)
- Intersection of Court and Prospect (3)
- Intersection of Wooster and Church (4)
- Midpoint of 100 Block of West Wooster (2)
- Midpoint of 100 Block of East Wooster (2)
- Wooster Street from Prospect going East to Railroad tracks (10)
  
- Downtown core from Court Street to Washington Street (15)
- Length of Main (Clay to Ordway) (21)
- Length of Wooster (Church to Railroad Tracks) (20)
- TOTAL Vertical Banner Locations (44)

Banners shall be constructed in accordance with the specifications outlined in Section 115.02 and shall display no commercial advertising messages (See attached).

The Permit Fee for the first four (4) vertical banners is \$100. Each additional banner location is an additional \$5.

Proof of General Liability Insurance must accompany the permit. The permit must be signed by the applicant.

Normally only one Vertical Banner Permit shall be approved at any one time. Exceptions will be approved by the Safety Director.

The maximum length of display shall be two (2) weeks unless otherwise approved by the Safety Director.

###



PERMIT # \_\_\_\_\_

Date/Time Received: \_\_\_\_\_

**VERTICAL**  
APPLICATION FOR BANNER PERMIT  
Codified Section 115.02

Vertical Banners are available on the pole locations indicated on the reverse side of this permit form. You have the option of placing vertical banners on all the poles with brackets or just sections. **You must indicate on which poles you desire banner placement by an "X" through the pole locations.**

APPLICANT NAME: \_\_\_\_\_ DAY PHONE NUMBER: \_\_\_\_\_

APPLICANT ORGANIZATION: \_\_\_\_\_

APPLICANT ADDRESS: \_\_\_\_\_

BANNER CONSTRUCTION COMPANY: \_\_\_\_\_

DATE REQUEST BANNERS TO GO UP: \_\_\_\_\_

DATE REQUEST BANNERS TO COME DOWN: \_\_\_\_\_

Please note that banners go up and come down on the first working day of the week weather permitting and are subject to the banner construction standards set forth in Section 115.02

**PROOF OF LIABILITY INSURANCE MUST ACCOMPANY PERMIT**

RECEIVED: YES NO

PERMIT & INSTALLATION FEE ( includes up to 4 vertical locations): \$100.00 PAID: \_\_\_\_\_

ADDITIONAL FEE PER VERTICAL LOCATION (beyond 4) \$5.00 each x \_\_\_\_\_ Number of Poles = \_\_\_\_\_ PAID

(Check Made Payable to "City of Bowling Green")

RECEIPT#: \_\_\_\_\_

Banners are to be delivered to the Safety Director's office, 304 North Church Street, **72 hours** prior to the date they are requested for hanging and **MUST** be picked up within **48 hours** after removal. The City will NOT take responsibility for banner storage. Banners not picked up are subject to discard.

\_\_\_\_\_ agrees to indemnify, defend and hold the City of Bowling Green and its officials, employees, volunteers, Board, and Commission members harmless from and against any and all actual or alleged demands, claims, damages, losses and expenses (whether caused in whole or in part by a party indemnified hereunder) related to vertical banners in conjunction with this application excepting only the sole negligence of the City of Bowling Green.

This indemnity, defense and hold harmless includes but is not limited to: injury to and other claims by advertiser and/or its subcontractors, vendors, suppliers, etc. and claims from all their respective employees, agents, relatives and estates; injury to third parties; damage to and/or loss of use of tangible property; errors or omissions including false or improper advertising; damage to and loss of use of City property; claims by City employees, their relatives or estates; attorney fees and other defense expenses arising out of or related to this banner application.

It is understood and agreed that the insurance requirements for the permit may not be adequate to fully protect the applicant. Any such insurance shortage will be the personal obligation of the applicant and/or its officers and officials.

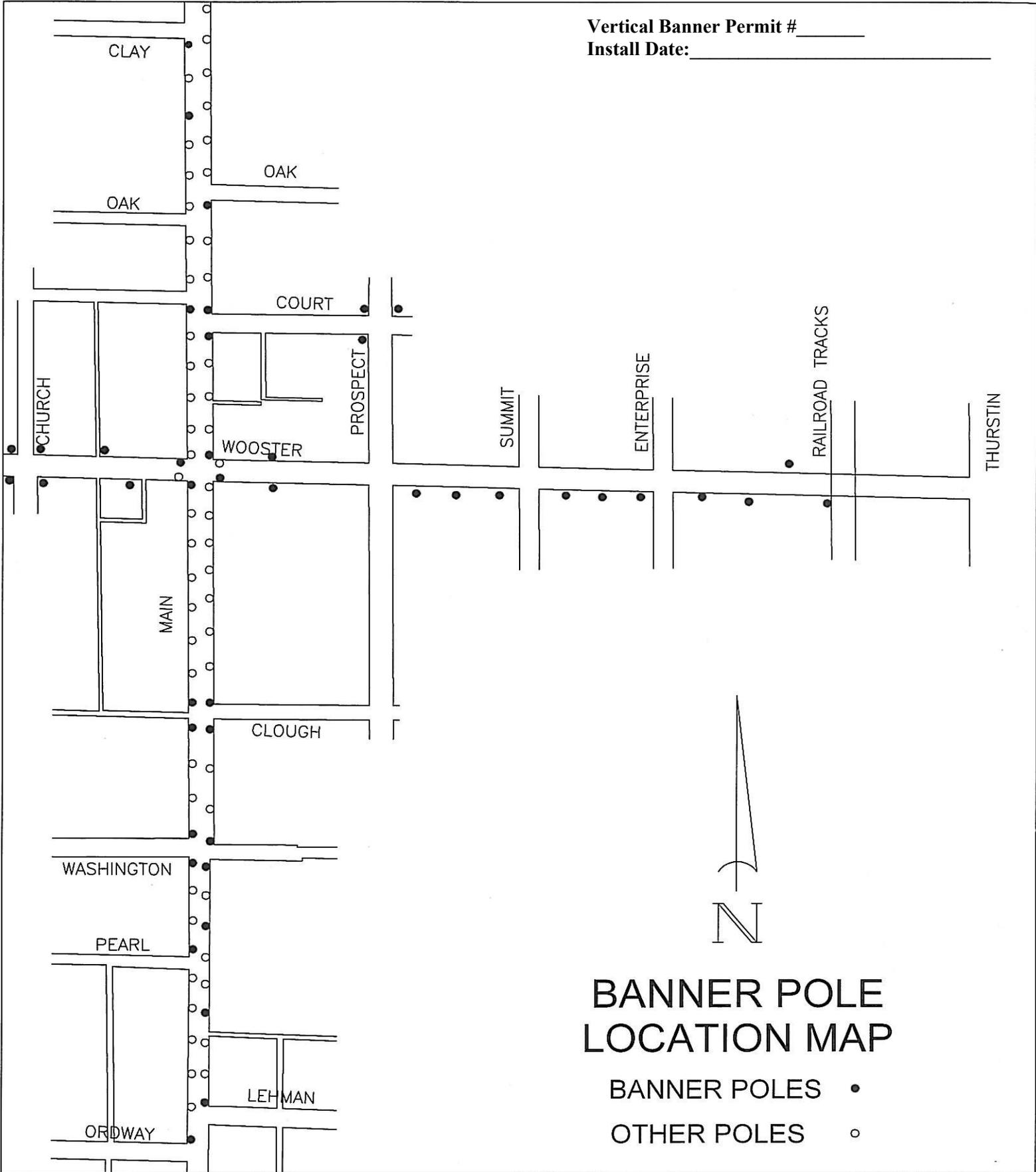
\_\_\_\_\_  
**Signature of Applicant Name**

Banner Permit Approved: \_\_\_\_\_

Safety Director

Date

Vertical Banner Permit # \_\_\_\_\_  
Install Date: \_\_\_\_\_



# BANNER POLE LOCATION MAP

- BANNER POLES •
- OTHER POLES ○

## ADVERTISING ON PUBLIC PROPERTY.—Section 115.02

### Horizontal Banner Specifications

### Vertical Banner Specifications

(A) No person shall stick, post, impress, write, print, or attach any advertisement, poster, sign, handbill, or placard of any kind or description upon any telephone, railway, or electric light pole within the corporate limits, or upon any public building, vehicle, voting booth, flagging, curb, tree lawn, step, stone or sidewalk, or print, write, impress, or in any manner attach upon any public building, vehicle, voting booth, flagging, curb, tree lawn, walk, step, stone or sidewalk on the property of the municipality, or over which the municipality or Council has the care, custody, or control except such as required by the laws of the state or upon written permission of the Safety Director.

(B) A horizontal banner may be erected over the public right-of-way in accordance with the following specifications:

- (1) *Banner size.* The banner shall be 40 inches by 35 feet maximum.
- (2) *Banner construction.*
  - (a) All banners shall be made of a lightweight poly mesh background.
  - (b) No more than 60% of the total banner area may have solid material.
- (3) *Hardware.*
  - (a) Three-fourth inch snap swivels shall be placed in reinforced eyelets or grommets a minimum of 36 inches and a maximum of 40 inches apart.
  - (b) Three-eighths inch dacron rope shall be placed in the top and bottom hems.
  - (c) The banner shall have a visible marking to show the centerline.
  - (d) Ropes from banner hems shall be looped and spliced to form eyes to allow attachment to dead ends.
- (4) *Installation and removal.*
  - (a) Installation shall be on a cable hung on city owned poles.
  - (b) Installation and removal shall be by city personnel only.
  - (c) A permit shall be obtained from the Safety Director a minimum of ten days in advance of the installation date desired. Permits shall be granted on a first come, first serve basis for the available dates but not prior to the first business day of the calendar year for which the request is made.
  - (d) Banners shall be delivered to the Safety Director's office, 304 North Church Street, 72 hours prior to desired installation. Banners shall be picked up within 48 hours of removal.
  - (e) Installation shall be on the first working day of the week, weather permitting.
- (5) *Permit.* A permit shall be granted for a maximum period of two weeks. No individual or organization may obtain more than two permits in a calendar year, provided that such permits are separated by a minimum period of one month.
- (6) *Time period.* No banner shall be installed in the period November 1 to May 1.
- (7) *Compliance.* Any banner which does not comply with the standards contained in this section shall not be installed.

(C) As an option to the above, and as permitted by the Safety Director, vertical banners may be used within the public right-of-way in accordance with the following specifications:

- (1) *Banner size.* Vertical banners shall be a dimension of 30 inches wide and a height of 60 inches (plus or minus one and one-half inches).
- (2) *Construction standards.*
  - (a) The banner fabric shall be woven with 100% acrylic, solution-dyed fiber. Weight of the finished fabric, prior to fabrication as a banner, is to be approximately nine and one-fourth ounces per square yard. It shall be water-resistant and repellent, UV-resistant and mildew-resistant.
  - (b) The banner is measured while laying flat and includes the finished hems. The top and bottom hems are to be three and one-half inches wide and open at both ends. The hem stitching is to be double-needle stitching at the top and bottom hems, using #138 polyester or nylon-bonded thread. Side hems are to be one-half inch rolled hems with single-needle stitching.
  - (c) A solid brass, number two spur grommet is to be placed at the inner edges of the banner at both the top and bottom with the center of the grommet within one inch of the side edge. The top grommet is to be positioned above and immediately adjacent to the double-needle stitching.
- (3) *Hardware.* Vertical banners may only be installed on designated city-owned street light poles. The poles are equipped with mounting brackets specifically designed for vertical banners meeting the above specification.
- (4) *Installation and removal.*
  - (a) Installation and removal shall be by city personnel only.
  - (b) Vertical banners may be installed and removed at the discretion of the Safety Director.
  - (c) The Safety Director has the authority to waive the fee associated with the installation of the vertical banners.