

# **BANNER APPROVAL PACKAGE**

## **CENTRAL BUSINESS DISTRICT**

**This package contains:**

- ✍ Procedures to Obtain Approval**
- ✍ Banner Specifications**
- ✍ Banner Design Application for Approval form**
- ✍ Banner Service Reservation form**
- ✍ Banner Location Request form**
- ✍ C B D Map**

**PROCEDURES TO OBTAIN APPROVAL FOR DISPLAYING BANNERS  
ON CITY OF FORT WAYNE CBD STREET LIGHT POLES**

Carefully read these procedures and the Banner Specifications.

A. NEW BANNER DISPLAYS

1. Complete the Banner Design Application for Approval form, the Banner Services Reservation form and the Banner Location Request form.

Artwork for proposed banners (in color and drawn to scale) must be provided for review and approval.

2. Return the three forms along with the artwork to the Traffic Engineering office located in room 740 on the 7<sup>th</sup> floor of the City-County Building, One Main Street, or submit the completed forms on line per the instructions on the website. Artwork must still be delivered to the Board of Public Works office.
3. The Banner Design Application for Approval form and artwork will go to the Sign Review Board (SRB) for review and approval. Applicants are encouraged to contact the SRB staff prior to submitting the Approval Form at 427-1140, to discuss design proposals. After submitting the Approval Form applicants are urged to attend the SRB meeting which is held the third Wednesday of each month at 3:30 p.m. in the City-County Building. Applications received by the end of the first week of the month will be considered by the SRB during the meeting that month to allow for SRB staff review prior to the meeting. The SRB reserves the right to refuse a banner design.
4. When approved, the SRB will issue a Certificate of Approval which will be sent to the applicant and copied to City Traffic Operations Sign Division who will then initiate a review of the Banner Services Reservation form. When complete, Traffic Operations Sign Division will report their recommendation to the applicant and will install and remove all banners where approved. Banner owners should retain the SRB Certificate of Approval for use if the same banners are to be re-installed in subsequent applications.

Banners, which are provided by the applicant, should be delivered to the Traffic Operations Sign Division, 1710 South Lafayette Street, three (3) days before banners are scheduled to be installed and must be picked up within two (2) weeks after being removed. Traffic Operations Sign Division will NOT store banners for any organization.

It is strongly recommended that no banners be produced prior to the issuance of a Certificate of Approval from the SRB and approval of the Banner Service Reservation form from Traffic Operations Sign Division.

Since street light poles designated for banner display are assigned on a first-come, first-served basis, all forms should be completed and returned as early as possible but no later than 60 days before the beginning of the month in which banners are to be displayed. The City reserves the right to deny banner service to any organization which submits late forms. Forms will not be accepted prior to one year before the banners are to be installed.

The two month period from mid-November to mid-January is reserved exclusively for banners reflecting holiday related activities and events and sponsored by not-for-profit organizations. All such banners must meet the requirements of Section I, II and III under the Banner Service Policy of the City of Fort Wayne Board of Public Works Banner Resolution.

#### B. BANNERS PREVIOUSLY APPROVED BY THE SIGN REVIEW BOARD

1. Complete only the Banner Services Reservation form and the Banner Location Request form.
2. Return these forms, along with a copy of the previous SRB Certificate of Approval or the SRB Case Number, as shown in A.2. at least thirty (30) days prior to the first day the banners are to be in place. The City reserves the right to deny banner service to any organization which submits late forms.
3. Traffic Operations Sign Division will review the forms, report their recommendation to the applicant and will install and remove all banners where approved.

Banners should be delivered to the Traffic Operations Sign Division warehouse, 1710 South Lafayette Street, three (3) days before banners are scheduled to be installed and must be picked up within two (2) weeks after being removed. Traffic Operations Sign Division will NOT store banners for any organization.

## **CBD BANNER SPECIFICATIONS**

- A. Dimensions:  
Length 94" x Width 30". These dimensions are from finished edge to finished edge.
- B. Material:  
Woven 100% acrylic fabric of approximately 9.25 ounces per square yard or equivalent, durable, weather resistant fabric.
- C. Construction:  
Constructed to withstand the forces of nature with a double stitched finished hem at the top and bottom, open on both ends to form suitable pole pockets to accommodate the banner masts.
- A solid brass number two (2) spur grommet is to be placed at the inner edges on the top and bottom of the banner with the center of the grommet within 1" of the side edge.
- Banners shall have three (3) 3 ¼" radius wind slits, on the vertical centerline starting 23 ½" from the top and 23 ½" apart.
- D. Banner Design:  
Banner designs shall be matched on both sides and should have simple, bold graphics so as to be easily visible and readable to passing traffic. A maximum of 10% of the banner area may be used to identify event sponsors.
- Sign Review Board approvals will be based on readability, appropriate use of color, overall design and how well the banners will serve the interests of the community. Commercial, for profit, private events and activities are not acceptable for banner displays.
- Artwork for proposed banners (in color and drawn to scale) must be provided for review and approval.
- E. Display Period and Locations:  
Banners may be displayed for up to thirty (30) days, but no more than two (2) weeks before an event, nor more than one (1) week after the event. Only one banner is allowed on any street light pole in any location.
- Banners should be grouped, a blockface at a time. Banner messages are most effective when at least three identical banners are seen at one time. Single scattered banner placement is discouraged.



# **BANNER SERVICE RESERVATION FORM CENTRAL BUSINESS DISTRICT**

This form is for use by organizations desiring to utilize the City of Fort Wayne's banner service, in which City Traffic Operations Sign Division coordinates the use of street light poles in the Central Business District for banners, and hangs and removes banners at no charge. Please complete this form and return it to:

**City of Fort Wayne Board of Public Works office located in room  
420 on the 4<sup>th</sup> floor of the City-County Building, One Main Street  
or submit completed form on line per the instructions on the  
website.**

NAME OF ORGANIZATION:

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CONTACT PERSON:

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TELEPHONE (8:00 AM - 5:00 PM):

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ADDRESS (Include ZIP, please):

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NUMBER OF BANNERS REQUESTED:

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LOCATION OF POLES (check one):

All available Central Business District poles.

Limited display. Please complete the Banner Location Request form.

DATES REQUESTED:

The first day that all banners should be in place is: \_\_\_\_\_.

The final date that all banners should be in place is: \_\_\_\_\_.

APPROVED BANNER PERIOD (to be completed by Traffic Operations Sign Division):

Beginning date: \_\_\_\_\_ Ending date: \_\_\_\_\_

APPROVED LOCATIONS: See CBD map.

The undersigned understands and agrees to the following conditions of the City of Fort Wayne Banner Service Policy:

Banners, which are provided by the applicant, to be displayed in the Central Business District will be installed by the City of Fort Wayne's Traffic Operations Sign Division at no charge to the banner owners.

Only one Certificate of Approval from the Sign Review Board is required for a banner design, however, a separate Banner Reservation form, along with a copy of the previous SRB Certificate of Approval, must be filed for each banner display occurrence. Any recurring Banner Reservation form must be received in the Board of Public Works office at least thirty (30) days prior to the first day that the banners are to be in place. The City reserves the right to deny Banner Service to any organization that submits a late form. Banner Service Reservation Forms will not be accepted prior to one year before the banners are to be installed.

Assignment of dates and location of banners shall be coordinated through Traffic Operations Sign Division, shall basically be on a first-come, first-served basis and will depend on the availability of City-supplied work crews to install the banners. The two-month period from mid-November to mid-January is reserved exclusively for City holiday decorations.

The City of Fort Wayne will not store banners for organizations. Banners must be delivered to the Traffic Operations Sign Division Warehouse three (3) days before the banners are scheduled to be installed and must be picked up within two (2) weeks after being removed.

The City of Fort Wayne is not responsible for the condition of banners, nor for damage which might occur while the banners are in the City's custody or while they are hanging from City street light poles. Banners that are considered too worn or damaged to safely hang from City poles will not be installed.

SRB Certificate of Approval Case # if banner was previously approved:

\_\_\_\_\_

Submission of this form electronically signifies that the person named below agrees to the above conditions.

Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Date: \_\_\_\_\_

# **BANNER LOCATION REQUEST**

## **CBD**

Please reference the CBD map and list the location of poles to display banners.

	<b>Street</b>	<b>From</b>	<b>To</b>
1.	_____		
2.	_____		
3.	_____		
4.	_____		
5.	_____		
6.	_____		
7.	_____		
8.	_____		
9.	_____		
10.	_____		
11.	_____		
12.	_____		
13.	_____		
14.	_____		
15.	_____		
16.	_____		

This request form must be completed and returned to the Board of Public Works office along with the Banner Services Reservation form or submit the completed form on line per the instructions on the website.