

# **BANNER APPROVAL PACKAGE**

## **NEIGHBORHOOD**

**This package contains:**

- **Procedures to Obtain Approval**
- **Banner and Attachment Specifications**
- **Banner Design Application for Approval form**
- **Installation and Maintenance Agreement form**
- **Banner Location Request form**

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

In neighborhoods, only certain poles belong to the City and some may not be approved by City Traffic Operations for banner display. Other poles, even though they may have street lights, belong to private utilities, e.g.: AEP, Verizon and Comcast. The City has no authority to grant permission to display banners on these poles. Permission to hang banners would have to be obtained from the respective pole owners. All banners, however, that are to be displayed over public right-of-way must be approved by the City of Fort Wayne sign review staff and the Board of Public Works must approve the use of any City of Fort Wayne street light poles based on the recommendation of City Traffic Operations.

It is suggested, therefore, that prior to completing this Neighborhood Banner Approval Package, a preliminary call be made to Traffic Engineering at 427-1172 to discuss pole availability.

Carefully read these procedures and the Banner and Attachment Specifications.

### A. NEW BANNER DISPLAYS

1. Complete the Banner Design Application for Approval form, the Banner Installation and Maintenance Agreement 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 suite 210 on the 2<sup>nd</sup> floor of Citizens' Square, 200 East Berry Street.
3. The Banner Design Application for Approval form and artwork will go to the sign review staff (SRS) for review and approval. The SRS reserves the right to refuse a banner design.
4. When approved, the SRS will issue a Notice of Approval which will be sent to the applicant and copied to City Traffic Operations who will then initiate a review of the Installation and Maintenance Agreement form. When complete Traffic Operations will report their recommendation to the applicant and schedule the Agreement for Board of Public Works approval. Banner owners should retain the SRS Notice of Approval for use if the same banners are to be re-installed in subsequent applications.

5. When approved a copy of the agreement signed by the Board will be sent to the applicant. Banners may then be installed according to the terms of the agreement.

It is strongly recommended that no banners be produced prior to the issuance of a Notice of Approval from the sign review staff and approval of the Installation and Maintenance Agreement form by the Board of Public Works.

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.

**B. BANNERS PREVIOUSLY APPROVED BY THE SIGN REVIEW STAFF**

1. Complete only the Installation and Maintenance Agreement form and the Banner Location Request form.
2. Return these forms, along with a copy of the previous SRS Notice of Approval or the SRS Case Number, as shown in A.2 at least thirty (30) days prior to the first day the banners are to be installed. The City reserves the right to deny banner service to any organization which submits late forms.
3. Traffic Operations will review the forms and report their recommendations to the applicant and schedule the agreement for Board of Public Works approval.
4. When approved, a copy of the agreement signed by the Board will be sent to the applicant. Banners may then be installed according to the terms of the agreement.

## **NEIGHBORHOOD BANNER AND ATTACHMENT** **SPECIFICATIONS**

- A. **Dimensions:**  
Banner sizes may vary but must not exceed: 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.
- Banner shall have 3 ¼" radius wind slits, spaced evenly on the vertical  
centerline such that they are no more than 23 ½" from the top and bottom  
of the banner and no more than 23 ½" apart.
- D. **Banner Design:**  
Banner designs should be matched on both sides and should have simple,  
bold graphics so as to be easily visible and readable to passing traffic.
- 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. **Installation:**  
Banner top shall be no less than 16" below bottom of light fixture and  
banner bottom shall be no less than 16' above road surface when banner is  
on the roadway side of the pole, 10' when banner is on the side of pole  
opposite roadway.
- F. **Attachment:**  
Banner masts and brackets shall be Kalamazoo Banner Works Model  
KBW3 or approved equivalent.

Brackets shall be attached to poles by means of stainless or corrosion resistant steel banding. The banding shall be no less than .030" thick and 3/4" wide. The banding shall be double wrapped around the brackets in a method approved by the manufacturer.

A heavy nylon "tie wrap" shall be installed through the grommet to the eyelet on the bracket to prevent falling in case of mast or stitching failure.

G. Display Period:

Banners identifying neighborhoods, districts and local facilities may be displayed indefinitely or until they begin to look worn or shabby.

Banners promoting events or activities may be in place no more than two (2) weeks before the event or activity nor more than one week after.

H. Location:

Banners are not permitted on ornamental light poles because of extreme wind loads produced by the banners.

Banners should be located where they are highly visible to passing traffic, especially at entrances and edges of neighborhoods and commercial areas.

Banners should not be placed where they interfere with business identity elements, the appearance of individual homes, lighting, street trees, utility lines, traffic safety, etc.

Only one banner is allowed on any street light pole in any location.

SRS USE ONLY:    Date Submitted \_\_\_\_\_ Case # \_\_\_\_\_  
SRS Action \_\_\_\_\_ Date \_\_\_\_\_

## **Banner Design Application for Approval**

### **Sign Review Staff**

Application is hereby made to the Sign Review Staff for design approval for banners to be displayed on designated city street light poles.

Banner Application is for:             Central Business District         Neighborhood  
(Check One)

Name of Event: \_\_\_\_\_

Not-For-Profit Sponsor: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_ Phone: \_\_\_\_\_  
(8 a.m. – 5 p.m.)

This application must be completed and returned to the Traffic Engineering office along with the banner design information, the Banner Services Reservation form, the artwork, and the Banner Location Request form.

The sign review staff needs to know your intent to process your application. Please include:

Drawings to scale, describing size, color, graphics, fabric, fabrication details and any other relevant information. Please refer to the applicable banner specifications for guidance.

**BANNER INSTALLATION AND MAINTENANCE AGREEMENT  
FOR  
NEIGHBORHOODS**

This agreement made and executed this \_\_\_\_ day of \_\_\_\_\_, 20\_\_, by and between \_\_\_\_\_, hereinafter referred to as the “Banner Owner” and the City of Fort Wayne, Indiana, acting by and through its Board of Public Works, hereinafter referred to as “City”;

WITNESSETH:

WHEREAS, The Banner Owner desires to display banners under the Fort Wayne Board of Public Works banner policy; and

WHEREAS, the Board of Public Works approves the use of City street light poles for the Banner Owner contingent upon the terms of this Agreement and based upon the recommendation of the Traffic Operations Manager;

NOW THEREFORE, IN CONSIDERATION OF THE FOREGOING AND THE MUTUAL CONVENANTS HEREINAFTER CONTAINED, Parties agree as follows:

1. City hereby grants permission for the Banner Owner to utilize the following City street light poles for banners, including the pole bands and brackets necessary to install the banner:  
(Pole I.D.#’s)

Banners may be installed after: \_\_\_\_\_  
Banners must be removed by: \_\_\_\_\_

2. The Banner Owner shall be responsible for the purchase, installation and maintenance of all banner-related equipment and the banners themselves. The pole bands and brackets installed by the Banner Owner may stay affixed to the pole when banners are not being displayed.
3. Pole bands must be affixed according to specifications supplied in this package.

4. The Banner Owner shall contract with a qualified installer for the installation of pole bands, brackets and banners, who shall be familiar with and assume the hazards of working around electrical lighting and transmissions equipment, and who shall be responsible for obtaining a barricade permit for banner installation and removal.
5. The Banner Owner or its contracted installer shall contact the Traffic Operations Manager, at 427-2497 prior to installation of banners, to schedule an inspection of pole bands and brackets. Any problems cited must be corrected before banners are installed.
6. The Banner Owner recognizes and accepts the risk of the current physical condition of the poles on which the banners are to be installed.
7. The Banner Owner understands that no commercial advertising is to appear on any banner and that if such advertising did exist, the City will require the banners to be removed from City street light poles.
8. The Banner Owner acknowledges the Board of Public Works approval and that **a new Installation and Maintenance Agreement is required whenever banners that have been removed are to be reinstalled.**
9. The Banner Owner agrees to hold the City harmless of and from any and all claims for damages, injuries, property loss or for any reason whatsoever which might arise from the installation and maintenance of said poles bands, brackets and banners, but not limited to any damage which might occur due to the maintenance of said pole bands, brackets and banners on the light poles in their existing condition.
10. In the event that any banners installed by the Banner Owner come down during the maintenance period and are recovered by the City, the City shall return banners and associated hardware to the Banner Owner by contacting:  
  
Name: \_\_\_\_\_  
Phone: \_\_\_\_\_
11. This form must be completed and submitted to the Traffic Engineering office at Citizens Square, 200 East Berry Street, Suite 210, Fort Wayne, Indiana, 46802 prior to requesting approval from the Board of Public Works.
12. SRS Notice of Approval Case # if banner was previously approved:  
  
\_\_\_\_\_

IN WITNESS WHEREOF, the parties hereto have executed the above and foregoing Agreement this \_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_, by signatures of duly authorized officers.

BANNER OWNER:

By:

\_\_\_\_\_  
President of Neighborhood Association

\_\_\_\_\_  
Name of Neighborhood Association

BOARD OF PUBLIC WORKS:

\_\_\_\_\_  
Chair

\_\_\_\_\_  
Member

\_\_\_\_\_  
Member

ATTEST:

\_\_\_\_\_  
Clerk

# **BANNER LOCATION REQUEST**

## **NEIGHBORHOOD**

Locations of poles to display banners. Please list streets and intersection limits.

<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 Traffic Engineering office at Citizens Square, 200 East Berry Street, Suite 210, Fort Wayne, Indiana, 46802 along with the Banner Installation and Maintenance Agreement form.