



Banner Approval Package

Horizontal Banners

This packet contains:

- Procedures to Obtain Approval
- Banner Specifications
- Application for Horizontal Street Banner form

Procedures to obtain approval for displaying horizontal banners

Whenever an organization wishes to utilize street banners promoting an event or activity, it must first obtain the approval of the Wayfinding Commission. The following established regulations ensure that street banner displays fall within acceptable boundaries governed by aesthetic and safety concerns.

No commercial advertising or “Products Advertising Banners” are allowed in the City right-of-way.

Carefully read these procedures and the Banner and Attachment Specifications.

- New Banner Displays
 - Complete the [Application for Horizontal Street Banner](#) form. Artwork for proposed banners (in color and drawn to scale) must be provided for review and approval.
 - Return the application along with the artwork to the City Clerk’s Office located in City Hall on the 3rd floor, 501 Virginia Street, East or via email renee.jones@cityofcharleston.org
 - Each application and artwork will be presented before the Wayfinding Commission for approval.
 - Once approved, a copy of the agreement signed by the Commission will be sent to the applicant.

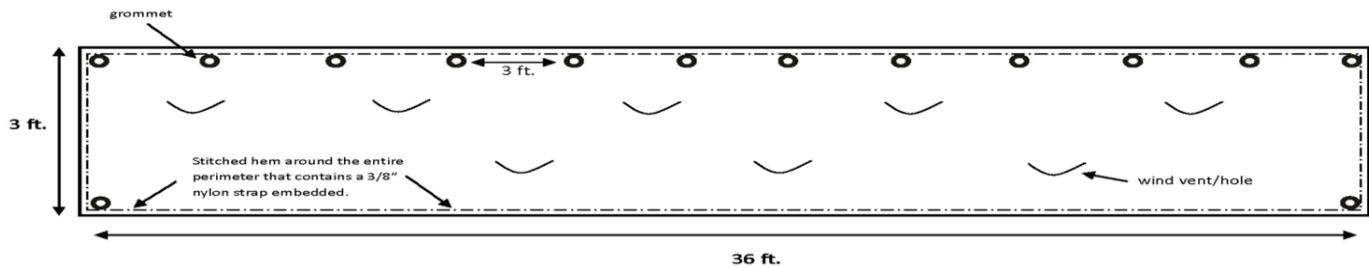
All forms should be completed and returned before the two yearly deadlines:

January – June	Filing deadline: October 15 th
July – December	Filing deadline: April 15 th

The commission reserves the right to deny banner service to any organization which submits late forms.

City of Charleston – Banner Specifications

Example:



Banner Guidelines (Subject to change):

- (1) Banners may be reserved for **events** only, either charitable or non-profit. Public awareness campaigns are not eligible.
- (2) Only information pertaining to a specific event may appear on the banner. That information should include the name of the event, a phone number and/or a web address, a date and a time. Sponsor logos or names are not allowed. *
- (3) To ensure readability at a distance of 100 feet, type should preferably be a san serif (Helvetica, Arial, etc.) font with a minimum size of 250 point or 2 ½" tall.
- (4) Banners must be professionally produced and constructed to withstand the forces of nature and include: a stitched (not glued) hem that contains a 3/8" nylon rope or flat type webbing rope embedded in its entire perimeter; grommets across the top at 3 foot intervals and at all four corners; wind vents/holes; and be made of a vinyl weight no less than 16 ounces, 18 ounces if the banner is to be used for more than one year.
- (5) The Commission has adopted uniform guidelines for all the banner locations which maximize the flexibility of where a banner can be placed. This is especially helpful if a banner is to be used more than once. As a result, all banners must be 36 feet long by 3 feet high and it is recommended that the copy be printed on both sides of the banner. Banners assigned to Washington Street East and 35th Street must be two sided. **

* As of March 27th, 2013, banners containing sponsor names or logos are disallowed. The commission is granting a one year grandfather period from this date to existing banners ONLY.

** As of March 27th, 2013, banners not meeting the size criteria are disallowed. The commission is granting a one year grandfather period from this date to existing banners ONLY.



Application for Horizontal Street Banner

Date Filed: _____

Filing Deadline: _____

Applicant Information	Organization Information
Name:	Organization Name:
Phone No:	FEIN No:
Email:	Event and Date:
Address:	Organization's Address: (if other than applicant)

Banner location: Reservations are for a maximum of two locations for two weeks at a time.

Number of Banners : ___/2

Rank your desired banner location from first choice (1) to last choice (3) if you are hanging **one** banner.

Rank	Location	Vehicular Travel	Banner Size
_____	West Washington Street (West Side)	1 way	36 feet x 3 feet
_____	Ruffner Walk & Washington St. East (East End)	2 way	36 feet x 3 feet
_____	Virginia Street East (Civic Center)	1 way	36 feet x 3 feet
_____	35 th Street near MacCorkle Ave.	2 way	36 feet x 3 feet

If applicable, rank your **SECOND** desired banner location from first choice (1) to last choice (3) if you are hanging **two** banners.

Rank	Location	Vehicular Travel	Banner Size
_____	West Washington Street (West Side)	1 way	36 feet x 3 feet
_____	Ruffner Walk & Washington St. East (East End)	2 way	36 feet x 3 feet
_____	Virginia Street East (Civic Center)	1 way	36 feet x 3 feet
_____	35 th Street near MacCorkle Ave.	2 way	36 feet x 3 feet

Dates Requested - two week limit, Monday to Monday. Applicants are encouraged to list several dates by preference.

Install date: _____

Take down date: _____

Do you want the banner returned after the takedown date? If no, the banner will be discarded. Yes No

Application includes a 'to scale' graphical illustration of the banner? Yes No

IMPORTANT: This application must be typed or legibly printed and filed and received by the City Clerk's Office prior to the filing deadline. THE CLERK'S OFFICE WILL NOT ACCEPT AN INCOMPLETE APPLICATION. Only charitable/non-profit organizations may reserve a banner location, therefore the applicant must include the organization's FEIN number.

The Commission's review includes: the location(s) of the banner; the desired dates to display the banner; and the design of the banner, in accordance with the adopted guidelines as listed on the second page of this application. Therefore, an illustration prepared by a professional banner company must accompany this application. If the professional design is not available as of the submission date, the design must be submitted at least 60 days prior to the date of the banner reservation for approval. The illustration should be a scaled drawing that accurately depicts the font, font size, banner size and includes all images and logos as they will appear on the final banner.

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The Wayfinding Commission has adopted the following CANCELLATION POLICY.

“If the reserved banner space is not cancelled a minimum of 45 days prior to the first scheduled day of the reservation the Commission reserves the right to revoke all banner privileges for the next 12 months.”

During the week prior to the install date, the reserving entity must deliver the banner to the City Clerk’s Office in Room 301 of City Hall on Virginia Street. The banner must be retrieved from the same office within two weeks of the take down date. The City will discard unclaimed banners after two weeks.

Wayfinding Commission makes its best effort to accommodate location requests but cannot guarantee that everyone will receive a location. It is also important to note that the City of Charleston provides the banner program as a free service and that we make every effort to install banners in a timely manner. However delays do occur due to circumstances beyond the control of the Traffic Engineering Department; such as having to respond to malfunctioning stop lights, street lights, etc. Lastly, the Commission is not responsible for banners damaged by wind storms or because banners remain up beyond the reserved date.

Weeks preceding City sponsored events (such as FestivALL, Charleston Distance Run, Doo Wop Rod Run), may not be available for reservation. The Wayfinding Commission will grant reservation priority first to City sponsored events, and second to Neighborhood Association sponsored events, for their first requested banner location only. The Wayfinding Commission will notify applicants of their assigned dates following the public commission meeting. Applicants not assigned requested dates will be advised of any remaining available hanging dates. Late applications may be considered if dates remain available.

Banner reservation requests for:	Filing Deadline:	Commission Meeting:
January – June	October 15th	1st Wednesday of November, 12:15 p.m. City Hall
July – December	April 15th	1st Wednesday of May, 12:15 p.m. City Hall

This form may be submitted by mail, email, fax, or hand-delivered to:

Charleston City Clerk’s Office
 501 Virginia Street, E. Rm 301
 Charleston, WV 25301

Fax No: (304) 348-8038
 Email:
 renee.jones@cityofcharleston.org

I hereby affirm that all of the statements and information contained in or filed with this application are true and correct to the best of my knowledge. **By signing this I also acknowledge that I have read the cancellation policy and the required design specifications.**

 Signature

 Date

Official Use Only		
Banner Graphic : <input type="checkbox"/> Approved <input type="checkbox"/> Rejected/resubmit		
Location(s):	Install date:	Take down date:
<input type="checkbox"/> West Washington Street		
<input type="checkbox"/> Ruffner Walk & Washington St. East		
<input type="checkbox"/> Virginia Street East		
<input type="checkbox"/> 35 th Street near MacCorkle Ave		