



# Banner Approval Package

## Vertical Event Banners

**This packet contains:**

- Procedures to Obtain Approval
- Banner and Attachment Specifications
- Banner Application for Vertical Event Street Banner - Downtown Area

## Procedures to obtain approval for displaying vertical 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

1. Complete the [Banner Application for Vertical Street Banner](#) form. Artwork for proposed banners (in color and drawn to scale) must be provided for review and approval.
2. Return the form along with the artwork to the City Clerk’s Office located in City Hall on the 3<sup>rd</sup> floor, 501 Virginia Street, East or email [renee.jones@cityofcharleston.org](mailto:renee.jones@cityofcharleston.org)
3. Applications and artwork will be presented before the Wayfinding Commission for approval. During this process, banner locations will be discussed and Traffic Engineering will review what hardware will be necessary to hang the banners. Representatives from the group requesting the banners must appear before the Wayfinding Commission prepared to make a presentation on their banner request.
4. Upon approval, a copy of the agreement signed by the Commission will be sent to the applicant. Banners may then be installed according to the terms of the

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.

## Downtown Event Banner Specifications

A. Dimensions:

Banner size: **Banner should not exceed a width of 30"**. These dimensions are from finished edge to finished edge.

B. Material:

Banners must be professionally produced or a vinyl weight no less than 16 ounces, 18 ounces if the banner is to be used for more than one year.

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.
- For safety and aesthetic reasons, a solid brass 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 wind slits spaced evenly throughout the material.

D. Banner Design:

- Banner designs should have simple, bold graphics to as to be easily visible and readable to passing traffic. The graphic must also include the "downtown district icon" to help visitors and citizens identify the area.

**EXAMPLE:**



Downtown

- Banner graphic 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. Sponsor logos or names are not allowed.

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

**EXAMPLE:**



**E. Installation and Display:**

This will be determined in a case by case basis. Every application is unique and will require an individualized plan.

**F. Display Period:**

Event Banners, which are defined as a banner containing a sign or message regarding a public event or a season of celebration, are considered to be short term banners, and may be permitted to a maximum of 90 days, following approval of application. The Commission may grant extended periods of time upon their discretion.

**G. Location:**

The Wayfinding Commission has pre-determined banner locations for the downtown area. The installment locations will be determined on a case by case basis. Applicants must give a detailed description or map of where banners are to be placed. The Wayfinding Commission and the Street Department will review each placement and determine if acceptable or not. Banners should be located where they are highly visible to passing traffic, especially at entrances and edges of neighborhoods and commercial areas. Banners will 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.

**Representatives from the group requesting the banners must appear before the Wayfinding Commission prepared to make a presentation on their banner request.**



Wayfinding Commission  
**Application for Vertical Street Banner**  
**Downtown Area**

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

Filing Deadline: \_\_\_\_\_

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

This application must be completed and returned to the City Clerk's Office along with:

- Color, to scale drawings of the banner(s)
- Detailed maps or plans illustrating the desired banner locations

Thirty days prior to the install date, the reserving entity must deliver the banner(s) to the City Clerk's Office in Room 301 of City Hall on Virginia Street.

The 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.

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

Official Use Only
<i>Banner Graphic</i> : <input type="checkbox"/> Approved <input type="checkbox"/> Rejected/resubmit
Wayfinding Commission Approval Comments:

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 required design specifications.**

\_\_\_\_\_  
 Signature

\_\_\_\_\_  
 Date