

Regulation of the Department of Streets:
Banner Program on Streetlights

WHEREAS the City has employed the following Banner Program for several years and now wishes to formalize it;

(1) No individual shall post any banner on any streetlight pole without first obtaining the approval of:

(a) (1) the Streets Department or its designee (frequently, a Business Improvement District in which the streetlight pole is located), or (2) the Fairmount Park Commission or its designee, and

(b) the Art Commission (as required by section 5-903 of the Home Rule Charter).

(2) Where the applicant wishes to post a banner on a streetlight within the jurisdiction of the Fairmount Park Commission, the applicant shall obtain the approval of the Fairmount Park Commission or its designee, and where the applicant wishes to post a banner on a streetlight anywhere else in the City, the applicant shall receive the approval of the Streets Department or its designee. The Streets Department, its designees, the Fairmount Park Commission, and its designees shall collectively be referred to as the "District."

(3) An applicant shall first submit to the District a description of the duration of the proposed installation, the location of the proposed installation, the name of the applicant, and the purpose of the banner. The District shall grant approval provided that all of the following conditions are met:

(a) an applicant's requested streetlight locations are available. Banner locations are scheduled by the District on a first-come, first-served basis.

(b) an applicant fits into at least one of the following categories:

(1) a non-profit entity hosting an event, performance, or exhibit related to the group's mission.

(2) a non-profit entity holding a fund-raising, educational, or anniversary campaign related to the group's mission.

(3) an applicant celebrating a neighborhood or an historic site.

(4) an applicant hosting an event, performance, exhibit, fund-raising campaign, education campaign, anniversary campaign, neighborhood celebration, or historic site celebration, where the applicant's banner is of City-wide civic interest, such as where the applicant's banner describes an item taking place at the Avenue of the Arts, the Pennsylvania Convention Center, or the Sports Complex.

(c) the banner is to be posted on a streetlight pole that is located in the same vicinity as the event, performance, exhibit, fund-raising campaign, education campaign, anniversary campaign, neighborhood, or historic site described in the banner, except if the banner relates to an item of City-wide civic interest, such as an item taking place at the Avenue of the Arts, the Pennsylvania Convention Center, or the Sports Complex.

(4) Once the District has granted approval, an applicant shall then submit a full-color copy of a completed design to the District and the Art Commission.

(5) The Art Commission shall grant approval if the banner meets all of the following criteria:

(a) A banner shall be designed with a small number of large, simple, bold elements, utilizing bright colors and strong contrast. Complex, ambiguous images with numerous small components shall be discouraged.

(b) White or light-colored backgrounds shall be discouraged, to avoid soiling.

(c) Type should be limited to as few words as possible, covering a maximum of 25 percent of the banner, for reasons of legibility.

(d) All type must be right-reading.

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Tom T. DeWitt
COMMISSIONER OF RECORDS

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(e) To the extent a banner proposed by a non-profit entity is sponsored by one or more for-profit entities, the banner may contain the for-profit entities' respective logos, subject to the following conditions:

(1) each of the for-profit logos shall be positioned in a band at the bottom of the banner, unless a particular for-profit logo constitutes part of the title of the event or the campaign described in the banner, in which case that particular for-profit logo may be positioned in the main body of the banner; and

(2) the total area of all of the for-profit logos on a banner (including both those in the main body of the banner and those in the band at the bottom of the banner) is limited to 1.5 square feet.

(f) A banner shall be aesthetically suitable for its environment.

(6) Once the design is approved by the District and the Art Commission, the applicant shall produce the approved banners, manufactured by a vendor approved by the District, using the following criteria.

(a) In the jurisdiction of the Center City District (CCD), the Old City District (OCD), the South Street Headhouse District (SSHHD), or the Fairmount Park Commission:

(1) A banner shall be no larger than 4 feet by 9 feet.

(2) A banner shall contain a 7 inch double-stitched sleeve area at the top.

(3) A banner shall contain two 5-inch by 1-inch velcro tabs at the top of the banner sleeve, 1 inch from both openings.

(4) A banner shall contain two D-ring tethers installed at 8 inches and 7 feet from the top. Webbing to attach the D-ring to the banner should be sewn using a heavy-duty nylon or polyester thread in a pattern forming an "x." Webbing should be reinforced with a #2 brass grommet.

(5) A banner shall be mounted on a 1.5-inch diameter pole at the top of the banner and at both D-rings.

(6) A banner shall be made from nylon or similar fabric, and shall not be made from vinyl/PVC or Sunbrella.

(7) No banner shall span a City street.

(8) A banner shall have a minimum bottom ground clearance of fifteen feet.

(b) In the jurisdiction of the University City District:

(1) A banner shall be no larger than 4 feet by 8 feet.

(2) A banner shall contain a 5 inch double-stitched sleeve area at the top of the banner and at the bottom of the banner.

(3) A banner shall contain two 4-inch by 1-inch velcro tabs on the top banner sleeve and two such tabs on the bottom banner sleeve, with all tabs $\frac{1}{4}$ inch from the edge.

(4) Two banners shall be posted on each streetlight pole in a back-to-back fashion.

(5) A banner shall contain a six-inch cut-out for center mounted hardware brackets at the top and bottom of the banner.

(6) A banner shall be made from Sunbrella, nylon, or similar fabric, and shall not be made from vinyl/PVC.

(7) No banner shall span a City street.

(8) A banner shall have a minimum bottom ground clearance of fifteen feet.

(c) For the remainder of the City:

(1) A banner shall be no larger than 4 feet by 6 feet.

(2) The top of the banner shall have a solid bracket and pole and shall be attached to an aluminum or fiberglass streetlight.

(3) The bottom part of the banner shall be attached with a solid bracket with tether.

(4) All brackets must have a rubber grommet between the bracket and the pole.

(5) A banner shall be made from nylon or similar fabric.

(6) No banner shall span a City street.

(7) A banner shall have a minimum bottom ground clearance of fifteen feet.

(7) An applicant wishing to post a banner inside the jurisdiction of the Fairmount Park Commission may do so, as long as the banner meets the criteria in sections 3, 5 and 6(a), and as long as the task of hanging the banners is performed by a qualified contractor, approved by the Fairmount Park Commission.

(8) An applicant wishing to post a banner outside the jurisdiction of the CCD, OCD, SSHHD, and the UCD may do so, as long as the banner meets the criteria in sections 3, 5 and 6(c), and as long as the task of hanging the banners is performed by a qualified contractor, approved by the District.

(9) An applicant wishing to post a banner in the jurisdiction of the CCD, OCD, SSHHD, or the UCD shall deliver the banner to the District. In the jurisdiction of the CCD, OCD, and SSHHD, the District shall approve only those banners that meet the criteria in sections 3, 5 and 6(a). In the jurisdiction of the UCD, the District shall approve only those banners that meet the criteria in sections 3, 5 and 6(b). Once the District has approved the posting of a banner on a streetlight in the jurisdiction of the CCD, OCD, SSHHD, or the UCD, the District shall post the produced banner.

(10) Costs.

(a) An applicant shall be responsible for all installation costs.

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COMMUNITY RECORDS

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(b) Repairs and reinstallation.

(1) In the jurisdiction of the CCD, OCD, SSHHD, and the UCD, the District shall handle repairs and reinstallation of banners caused by weather or other unforeseen circumstances. The applicant shall be responsible for all costs of such repairs and reinstallation.

(2) Inside the jurisdiction of the Fairmount Park Commission, the applicant shall be obligated to hire a qualified contractor, approved by the Fairmount Park Commission, to perform all repairs and reinstallation of banners caused by weather or other unforeseen circumstances.

(3) Outside the jurisdiction of the CCD, OCD, SSHHD, and the UCD, the applicant shall be obligated to hire a qualified contractor, approved by the District, to perform all repairs and reinstallation of banners caused by weather or other unforeseen circumstances.

(c) The City of Philadelphia is not responsible for loss of or damage to banners, or for any personal liability that may occur.

(d) Applicants are required to carry liability insurance in such form and amounts sufficient, in the judgment of the City's Risk Manager, to cover the City, the District, and the banner installer for any losses or claims whatsoever, and the City, the District, and the banner installer shall be named as additional insureds on the applicant's policy. The Risk Manager may take into account any liability insurance purchased by the Business Improvement District in which the banner is posted.

(11) A banner relating to an event shall be scheduled for removal no later than one week after the event ends. Other banners shall be posted no longer than six weeks, unless demand for the posting location is limited.

(12) An applicant who has previously posted a banner at a location will have an opportunity to automatically renew for the next year by paying a non-refundable deposit to the District. An applicant who automatically renews a

location must again obtain posting approval each year as described above in sections (2) through (11).

Paul T. Dickson
DIRECTOR OF RECORDS

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