VERTICAL BANNER SUGGESTION

The City of Baltimore often hangs vertical banners to showcase Baltimore’s culture and events. The Department of Transportation reviews ideas for vertical banners. In order to allow enough time for review, the Department needs at least 12 weeks prior to banner installation. Please complete the form below and send it to:

**DEPARTMENT OF TRANSPORTATION**
**ATTENTION: VERTICAL BANNERS**
*Harry S. Cummings Building*
*401 East Fayette Street, Lower Level 1*
*Baltimore, Maryland 21202*
[william.edmondson@ballomorecity.gov](mailto:william.edmondson@ballomorecity.gov)

**NAME OF ORGANIZATION** (ATTACH COPY OF 501-C3 FORM IF APPLICABLE):
___________________________________________________________________

**CONTACT-PERSON’S NAME**: ____________________________________________

**ADDRESS**: __________________________________________________________

**CITY**: __________________________ **STATE**: _______ **ZIP**: ______________

**DAYTIME PHONE**: ____________________ **FAX**: __________________________

**e-mail address (if possible)**: ___________________________________________

**NAME OF EVENT TO BE REFLECTED ON BANNER, IF ANY**:
___________________________________________________________________

**DATE OF EVENT, IF APPLICABLE**:
___________________________________________________________________

**LOCATION**: _________________________________________________________

**NUMBER OF BANNER SITES**:  **SINGLES**: _______  **DOUBLES**: _______

**SIGNATURE**: ____________________________________________________________________________

**DATE**: ________________________________________________________________________________
**ADDITIONAL INFORMATION**

If the banner is to be fabricated by an outside organization/person, the Department of Transportation requires a Vertical Banner Agreement with that organization/person to gift title of the banners to the City and detail other rights and responsibilities. Advanced payment of a fee to cover costs is required. The City generally displays vertical banners for six months.

Vertical banners and brackets must be installed, removed and/or replaced by the City of Baltimore. The Department of Transportation recommends that an outside organization/person order more vertical banners than those that will be hung to serve as replacements in the event of damage or disappearance. The outside organization/person would be charged costs related to installation and/or re-installation of vertical banners or brackets.

Required brackets will be installed on each light pole from which vertical banners are to be hung. Installation of single or double brackets is acceptable. The cost of installation of brackets and vertical banners, per-pole, is as follows: (1) Single set: $85.00  (2) Double set: $100.00

Such brackets are the property of the City of Baltimore and will remain on the light poles for future use of ensuing sponsors.

Vertical banners are installed on and removed from required brackets by the City of Baltimore approximately after six months in accordance with the Vertical Banner Agreement. After initial installation, the cost of replacement or re-installment of damaged or missing vertical banners is $25.00 per-pole.

Renewal of the Vertical Banner Agreement, after the initial six-month duration, (hanging the same vertical banners from the same poles) will cost $25.00 per-pole. Any changes in the vertical banner design will require approval of the City Sign Committee.

The City of Baltimore does not manufacture or sell vertical banners or brackets. These must be purchased and provided by the outside organization/person.

Checks for payment to the City of Baltimore shall be made payable to:
DIRECTOR OF FINANCE, BALTIMORE CITY

Checks are to be mailed to the Department of Transportation address shown above. Vertical banners will then be hung by the City of Baltimore, or in certain instances by City approved contractors.
Installation of vertical banners shall be subject to the following requirements:

1. The purpose of vertical banners on streetlight standards is to improve the appearance of an area and to call attention to community activities, milestones, or Baltimore institutions.

2. Ideas for vertical banners should be sent to the Department of Transportation a minimum of 12 weeks in advance of the desired dates of display. After an idea for a vertical banner has been reviewed and accepted by the City, the organization or person suggesting the idea will be notified to sign a Vertical Banner Agreement. The City has the sole discretion to accept or reject any suggestion for a vertical banner and its decision shall be final.

3. Vertical banner fabrication specifications:
   a. Banner shall be vinyl and must be a minimum weight of 12 ounces,
   b. Banner width must be 27 to 32 inches,
   c. Banner length must contain 86 inches of visible image area, with an additional 10 inches of folded fabric on each end to create a 5-inch pocket, which must be sealed. (see Attachment “A”),
   d. Banners must be two-sided and contain appropriate wind vents,

4. In the event that vertical banners are to be installed on light poles without existing brackets, the organization or person is required to purchase the brackets.

5. Suggestions for Vertical banners must be accompanied by a map that will distinguish the poles to be used. (e.g. distances to a building, driveway, house numbers, etc.) **Traffic-signal or wooden poles are not to be used.** The Transportation Maintenance Division will use the map you provided to inspect the poles requested to see if they are banner worthy.

6. Clear, simple graphic design appropriate for large-scale outdoor use shall be required for all vertical banners. A full-color, to-scale illustration of the vertical banner must be submitted to and approved by the City Sign Committee. (Such illustrations are usually provided by the vertical banner manufacturer.) This is to accompany the original suggestion.

7. Title to vertical banners vests in the City per the Vertical Banner Agreement and after the City Sign Committee approves the sign as carrying a message of the City of Baltimore. The Vertical Banner Agreement will detail the duration of time that the City plans to display the vertical banners.
8. A term in the Vertical Banner Agreement will require the organization/person suggesting the banner to procure Public Liability Insurance Policy in the amount of one million dollars ($1,000,000.00) and this must be maintained for the duration of the time that vertical banners are to be displayed. This policy shall name the Mayor and City Council of Baltimore and the Department of Transportation as additionally-insured. A copy of the policy must be sent along with each Suggestion for Vertical Banner (for sample, see Attachment “C”).

9. After receiving the Suggestion for Vertical Banner, sketch, vertical banner illustration and proof of insurance policy, all of which may be faxed to the Land Conveyance Section at (410) 576-8310 or emailed to william.edmondson@baltimorocity.gov, personnel in that office will present the information to the City Sign Committee for approval.

10. Upon approval by the City Sign Committee, the Land Conveyance Section will notify the organization or person who submitted the Suggestion for Vertical Banner and then will prepare a Vertical Banner Agreement. Any renewal of that Vertical Banner Agreement will be in writing. The Vertical Banner Agreement is to be signed and witnessed, where indicated by the person or a representative of the organization with authority to sign on its behalf and returned to this address:

   DEPARTMENT OF TRANSPORTATION
   LAND CONVEYANCE SECTION
   ATTN: VERTICAL BANNERS
   Harry S. Cummings Building
   401 East Fayette Street, Lower Level 1
   BALTIMORE, MARYLAND  21202

11. To ensure that a work crew can be scheduled for vertical banner installation, the person or organization must contact the Department of Transportation – Land Conveyance Section (phone 410-396-5004), a minimum of two weeks prior to the installation date in the Vertical Banner Agreement.

12. After vertical banners are manufactured, the person or organization will obtain the vertical banners – and, if necessary, brackets – from the manufacturer and will be contacted by an employee of the Department of Transportation for a final inspection, prior to the installation of the same.

13. At the conclusion of the display of vertical banners – which dates appear on the first page of the Vertical Banner Agreement – the person or organization may re-collect their vertical banners within one week of removal. Vertical banners left after the one-week deadline will be cast away. All brackets will remain on poles for future use.
SIMPLE STEPS TO HAVE VERTICAL BANNERS HUNG

A) Decide from how many vertical banner sites, (poles) you want to have vertical banners hung. You will be charged $85 for installation and removal of single vertical banners and $100 for installation and removal of double vertical banners, per-pole. That cost will also include the installation of brackets, if needed, and the Vertical Banner Agreement.

B) Take your vertical banner design ideas to a manufacturer and check the possibilities and prices and ask the manufacturer to provide you with a full-colored illustration of the proposed vertical banner, on a piece of paper which could be faxed or mailed/ or a pdf to be emailed with your suggestion, sketch and insurance certificate. If you decide to fax your illustration into this office, you will need to designate the colors of the illustration on the fax sheet. You may tell the manufacturer to wait on the production of these vertical banners until they are approved by the City Sign Committee.

C) Following this process should give you a rough idea of what you’ll be charged by the City, what you’ll be charged by a sign company, and an illustration of your vertical banner. Now, show the poles that you want to use and the streets on which the poles sit, on a map or a sketch that will make it easy to recognize where the vertical banners are to be hung.

D) As soon as possible, send the 1) completed Suggestion for Vertical Banner, 2) vertical banner illustration, a pdf is acceptable 3) sketch or map showing the poles locations for the vertical banner and 4) copy of the insurance policy – (see column 8 on page 3) at least 12 weeks before the installation date. That will allow personnel from the Land Conveyance Section to present your request to the City Sign Committee and the Department of Transportation to determine if the City will agree to hang the suggested Vertical Banners.

E) The Land Conveyance Section will then notify you if your suggested vertical banners have been selected by the City to be hung, or of any changes you’ll need to make, and you can then advise your manufacturer to produce those vertical banners. In the meantime, the Land Conveyance Section will then send you three copies of a Vertical Banner Agreement which you, or an appropriate official of your group, will need to execute. If you wish, this Agreement can be signed, in-person, by visiting the office at the address shown in column 10 on page 3, if the office is open. An appointment is suggested.

F) Once the Vertical Banner Agreement is signed, witnessed and your check is received, (try to get this done at least two weeks in advance) the vertical banners will be picked up from you (NOT the manufacturer) at a place where you designate by contacting the City employee with whom you have been working.
VERTICAL BANNER (DRAWING)

GROMMET: #2 SPUR BRASS

POCKET

VENT

IMAGE AND PRINTING AREA

VENT

GROMMET POCKET

27" TO 32"

ATTACHMENT "A"
**ACORD**

**CERTIFICATE OF LIABILITY INSURANCE**

**PRODUCER**
Schoenfeld Ins. Assoc., Inc.
6225 Smith Ave
Baltimore MD 21209
Phone: 410-602-2000 Fax: 410-602-1160

**INSURED**
Center Stage Associates, Inc. 
700-720 North Calvert Street 
Baltimore MD 21202

**INSURERS AFFORDING COVERAGE**

| INSURER A | CNA Insurance Company | 20427 |
| INSURER B | Firemans Fund Ins Co |
| INSURER C | |
| INSURER D | |
| INSURER E | |

**COVERAGES**

The policies of insurance listed below have been issued to the insured named above for the policy period indicated. Notwithstanding any requirement, term or condition of any contract or other document with respect to which this certificate may be issued, may pertain, the insurance afforded by the policies described herein is subject to all the terms, exclusions and conditions of such policies. Aggregate limits shown may have been reduced by paid claims.

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**DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES / EXCLUSIONS ADDED BY ENDORSEMENT / SPECIAL PROVISIONS**

Banner Dates: March 1, 2006 thru August 1, 2006
Mayor and City Council of the City of Baltimore, its elected/appointed officials, employees and agencies; Downtown Partnership of Baltimore, Inc., and its employees; Downtown Management Authority and its employees; and the F.W. Haxel Company, Inc. are included as additional insureds.

**CERTIFICATE HOLDER**

Mayor & City Council of Baltimore - Dept. of Public Works - Abel Wolman Mun. Bldg.
200 N. Holiday Street
Baltimore, MD 21202

**CANCELLATION**

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, THIS ISSUING INSURER WILL ENDEAVOR TO MAIL 30 DAYS WRITTEN NOTICE TO THE CERTIFICATE HOLDER NAMED TO THE LEFT, BUT FAILURE TO DO SO SHALL NOT IMPROVE ANY OBLIGATION OR LIABILITY OF ANY KIND UPON THE INSURER, ITS AGENTS OR REPRESENTATIVES.

**ATTACHMENT “C”**