



**CITY OF BALTIMORE  
DEPARTMENT OF TRANSPORTATION**



**Right of Way Services Division  
Land Conveyance Section  
The Councilman Harry S. Cummings Building  
401 East Fayette Street, Lower Level 1**

**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@baltimorecity.gov](mailto:william.edmondson@baltimorecity.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@baltimorecity.gov](mailto:william.edmondson@baltimorecity.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

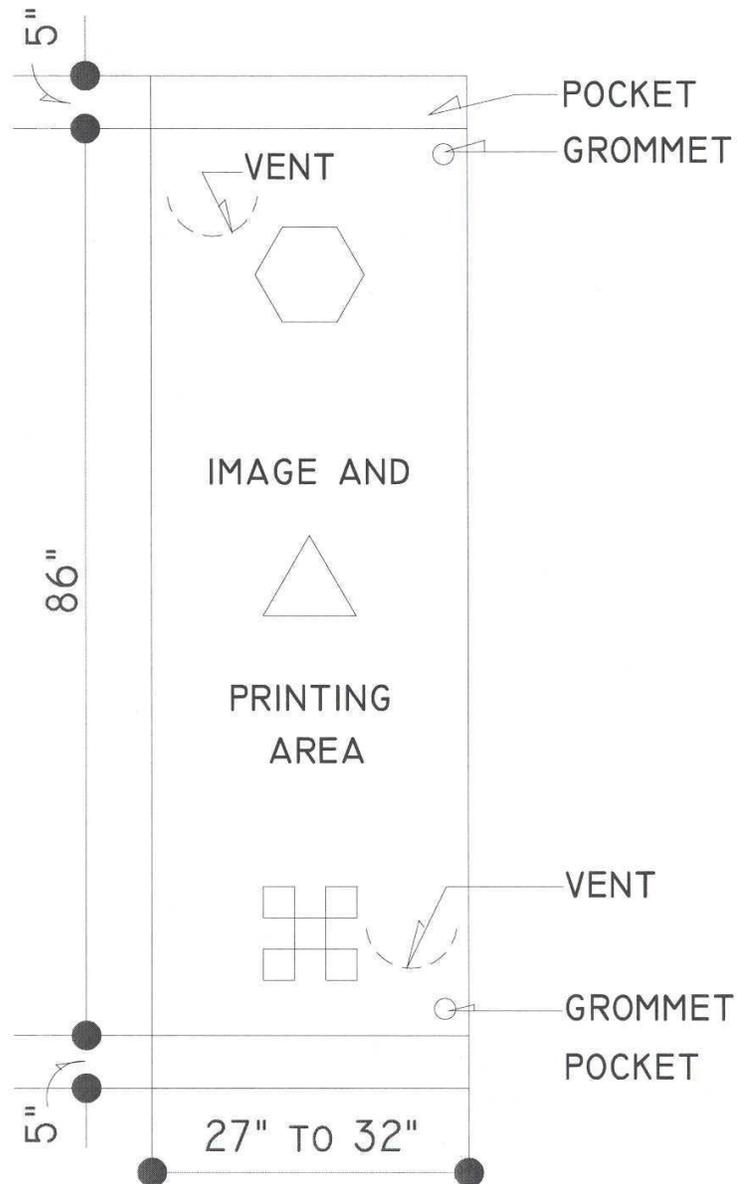
11. To ensure that a work crew can be scheduled for vertical banner installation, the person or organization must contact the Department of Transportation – Land Conveyance Section (phone 410-396-5004), a minimum of two weeks prior to the installation date in the Vertical Banner Agreement.
12. After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

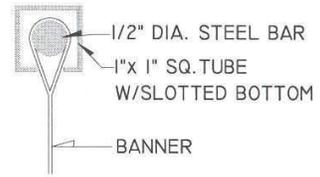
# VERTICAL BANNER (DRAWING)

GROMMET: #2 SPUR BRASS



ATTACHMENT "A"

# VERTICAL STREET BANNER SYSTEM



## DETAIL

DOUBLE BANNER, POLE  
AND BRACKET HARDWARE

1"x 1" SQ. TUBE  
W/SLOTTED BOTTOM

FINIAL

WIND  
VENTS

IMAGE  
AREA

A

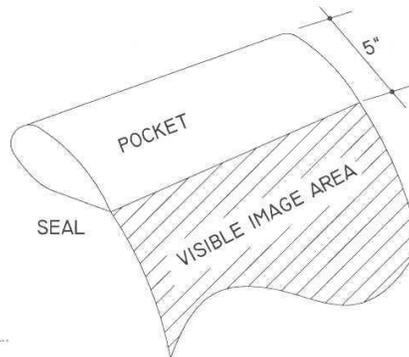
7'-2"

2'-3"

BRACKET  
BANDED  
TO POLE

SEE DETAIL  
ABOVE

## SECTION A



## POCKET TOP & BOTTOM OF BANNER

## ATTACHMENT "B"

**ACORD CERTIFICATE OF LIABILITY INSURANCE**

OP ID SS  
CENTE-1 DATE (MM/DD/YYYY)  
07/21/06

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

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW.

INSURERS AFFORDING COVERAGE		NAIC #
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 OR 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.

INSR ADD'L LTR	INSRD	TYPE OF INSURANCE	POLICY NUMBER	POLICY EFFECTIVE DATE (MM/DD/YY)	POLICY EXPIRATION DATE (MM/DD/YY)	LIMITS
A	X	<input checked="" type="checkbox"/> GENERAL LIABILITY <input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS MADE <input checked="" type="checkbox"/> OCCUR  GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC	TCP2068946314	06/30/06	06/30/07	EACH OCCURRENCE \$ 1,000,000 COVERAGE TO RENTED PREMISES (Ea occurrence) \$ 100,000 MED EXP (Any one person) \$ 10,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMP/OP AGG \$ 1,000,000
A		<input checked="" type="checkbox"/> AUTOMOBILE LIABILITY <input checked="" type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> HIRED AUTOS <input type="checkbox"/> NON-OWNED AUTOS	BUA2068946328	06/30/06	06/30/07	COMBINED SINGLE LIMIT (Ea accident) \$ 1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$
		<input type="checkbox"/> GARAGE LIABILITY <input type="checkbox"/> ANY AUTO				AUTO ONLY - EA ACCIDENT \$ OTHER THAN AUTO ONLY: EA ACC \$ AGG \$
B		<input checked="" type="checkbox"/> EXCESS/UMBRELLA LIABILITY <input checked="" type="checkbox"/> OCCUR <input type="checkbox"/> CLAIMS MADE <input type="checkbox"/> DEDUCTIBLE <input type="checkbox"/> RETENTION \$	AUS 377690	06/30/06	06/30/07	EACH OCCURRENCE \$ 10,000,000 AGGREGATE \$ 10,000,000
A		WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? If yes, describe under SPECIAL PROVISIONS below OTHER	WC2068946345	06/30/06	06/30/07	<input checked="" type="checkbox"/> WC STATUTORY LIMITS <input type="checkbox"/> OTHER E.L. EACH ACCIDENT \$ 500,000 E.L. DISEASE - EA EMPLOYEE \$ 500,000 E.L. DISEASE - POLICY LIMIT \$ 500,000
A		Blkt. Pers Prop incl Prop of Other	TCP2068946314	06/30/06	06/30/07	All Risk 11,000,000 Ded 5,000

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  
 MAYORCI  
 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, THE ISSUING INSURER WILL ENDEAVOR TO MAIL 30 DAYS WRITTEN NOTICE TO THE CERTIFICATE HOLDER NAMED TO THE LEFT, BUT FAILURE TO DO SO SHALL IMPOSE NO OBLIGATION OR LIABILITY OF ANY KIND UPON THE INSURER, ITS AGENTS OR REPRESENTATIVES.  
 AUTHORIZED REPRESENTATIVE

**ATTACHMENT "C"**