



City of Charles Town

101 East Washington Street, P.O. Box 14, Charles Town, WV 25414
Phone: (304) 725-2311 ♦ Fax: (304) 725-1014 ♦ Web: www.charlestownwv.us

CITY OF CHARLES TOWN POLE BANNER POLICY & APPLICATION

PURPOSE: The purpose of this policy is to govern the use of banners within the right-of-ways in the City of Charles Town.

ELIGIBILITY REQUIREMENTS: Applications will only be accepted from non-religious, non-political, civic organizations advertising community events.

RESERVATIONS: A calendar shall be maintained by the City of Charles Town to reserve banner installation dates. Organizations are limited to two events per year for a two week period unless scheduling permits an extension.

APPLICATION FOR PERMIT: Banner applications may be obtained from the City of Charles Town.

The application must contain the following information:

- Date of event.
- Name and purpose of event.
- Date of proposed placement of banner.
- Draft of proposed art work and message to be printed on the banner.
- Date requested for placement of banner. Note: two week duration above.
- Proof of tax exempt status.
- Sponsoring agency.
- Contact person, name and phone number(s) to be used in the event of a problem.

TIME LIMITATION: Applications must be submitted at least thirty (30) days prior to the date(s) being requested; however, they will not be accepted more than one year in advance of the requested placement date. Approved banners shall be delivered to the City of Charles Town two weeks in advance of the proposed placement date.

Banners will be placed as near or on the date requested above and shall be removed one week after, unless otherwise requested and approved. Organizations may recover their banner at City Hall. In the event an organization fails to pick up their banner 30 days following the conclusion of the event, the City has the right to dispose of said banner(s).

BANNER CONTENT AND LANGUAGE: The Mayor and City Council or their designee, shall have the authority to approve or deny banner applications, including design, content and installation date. Actual banners must contain the same language as stated in the application. The City of Charles Town reserves the right to deny placement of a banner when different from the application.

Any banner, which by glare constitutes a hazard to traffic, shall be prohibited. No sign may use the words “stop,” “look,” ”danger,” “drive-in,” or any other word, phrase, symbol, or character in such a manner as to interfere with, mislead, or confuse traffic.

POLE BANNER SPECIFICATIONS: Banners shall meet the following specifications:

1. Weight 18 oz. Vinyl or like material
2. Height 72”
3. Width 20” (Minimum) and 30” (Maximum)
4. Sewn in hem
5. Grommets on all corners
6. Pole pockets

Note: Tattered banners will be removed promptly.

BANNER LOCATION: The location for displaying banners in the City of Charles Town is along Washington Street and George Street in the areas that have decorative light poles. No other location within the Corporate boundaries of the City is approved for placement of pole banners. City staff will determine exact pole placement while considering the applicant’s request.

BANNER INSTALLATION AND REMOVAL: Banners will be installed and removed by the City staff. The City shall provide all supports, braces, buys, anchors, and ropes required for the installation of banners.

BANNER MAINTENANCE: Any defect in a banner which could cause possible injury, damage to property, or a traffic hazard, will cause the banner to be removed by the City without prior notification to the organization.

Organizations will be responsible for the cost to repair any damage to City owned property that may result from the hanging or suspension of the banner.



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POLE BANNER PERMIT APPLICATION AND AGREEMENT

Business/Organization Name

Phone Number

Address

Type of Business/Organization

Tax Exempt Number

Contact Person

Phone Number(s)

Email Address

Number of Banners Requested

Please describe the appearance of the banners.

Requested Date of Installation

Requested Date of Removal

I certify that I am authorized to complete application to install the pole banners described in this application for the Organization identified above.

Banner Checklist:

- Banner Artwork
- Proof of Tax Exempt Status
- Banner Policy

Applicant Signature

Date

City Council's Approval/City Staff

Date