



Office of Special Events Street Pole Banner Program Guidelines

In 1993, the Dallas City Council amended the Special Events Ordinance, Chapter 42A of the Dallas City Code, to allow producers of special event activities the opportunity to place banners on select street light poles within the city limits. The banner program was designed to add life and color to the city's streetscape while at the same time promoting special events and other cultural or sporting activities of benefit to the City.

The information below will provide direction on eligibility requirements, application and approval process, installation, maintenance and removal, as well as insurance required. For additional information or questions, please call the Office of Special Events for the City of Dallas at (214)939-2701.

ELIGIBILITY

Banners in association with a special event activity authorized under Ch. 42A of the Dallas City Code are eligible for placement, including but not limited to, art shows, concerts, festivals, major sports celebrations, parades and runs. Please note the placement of banners for the purpose of commercial advertising is not allowed as a part of this program.

GENERAL PROVISIONS

The following provisions are in place to allow for the demand of requests the city incurs for banners associated with special events.

- All Banner Permits are good for 60 days.
- Block numbers must accompany the application. An application without the street block numbers does not begin the permit process.
- The permit process is a minimum of 10 days.
- Must supply all required materials to OSE before releasing the permit:
 - Fees and Deposit
 - Insurance
 - Banner Graphics
 - Authorization from TXU
 - Installation Company Contact Information
- An applicant can not submit more than one application at a time. . Two weeks prior to the end of an existing permit a renewal application can be submitted.
- If the block numbers submitted are not available, the applicant will have 48 hours to resubmit new pole numbers. If replacement block numbers are not submitted within 48 hours the permit will be produced with the available poles.
- Arts District
 - Must be a venue in the district or Arts related event to utilize poles in the Arts District.
 - A 6 – month calendar will be created with the support of the Arts District venues for the use of the TXU poles
- Downtown Area
 - Main, Commerce and Elm – will determine signature events that have first right of refusal on TXU poles. All other requests will be on a first-come, first-serve basis.

APPLICATION AND APPROVAL PROCESS

The application for a Special Event Permit requesting the placement of banners must be submitted to the Office of Special Events at least 45 days prior to the proposed special event activity. A \$30 processing fee is due at the time of application submittal. A \$40 late fee is assessed to all applications not received within 45 days of the special event activity.

As part of the application, the applicant shall provide the following:

- Street names and block numbers
- Number of poles in each block
- Scheduling of installation and removal
- Proposed graphic design
- Contractor contact for installation/removal

Following a preliminary review of the application, the Office of Special Events will notify the applicant within 48 hours to confirm receipt of the application and to discuss any potential scheduling conflicts. The banner application is distributed to relevant City of Dallas departments for review. The city departments require a 10 day review process. If there are no concerns through the review process, a special event permit approving the placement of the banners will be issued. All fees must be paid and insurance received before the final permit will be released.

FEES

A \$500 refundable deposit is required to cover costs associated with noncompliance to the Special Event Permit., i.e., damaged banners not repaired, banners not removed by the end of the permit period, banner hardware is lost or damaged. The deposit will be refunded following the removal of banners and the determination that the applicant complied with all requirements. In addition to the \$30 application fee, the following fees will be assessed:

- For-Profit Organization \$20 per pole
- Non-Profit Organization \$10 per pole

INSURANCE

The applicant shall procure and keep in full force and effect for the duration of the banner placement, general liability insurance written by an insurance company approved by the State of Texas and acceptable to the city and issued in the standard form approved by the Texas Department of insurance. The commercial general liability insurance must provide with combined single limits of liability for bodily injury and property damage of not less than \$1,000,000 for each occurrence. All provisions of the policy must be acceptable to the city and name the city, as well as the officers and employees as additional insured. The name of the event must be on the certificate of insurance

POLICIES

- Ch. 51A – Sign Regulations of Dallas City Code
- Banners must be at least 30 – 31 inches in width and 100 inches in length
- Banners may not any longer than 20 square feet in area
- No more than 10% of the banner may be used for identification (name/logo) of event sponsor
- Banners must be constructed of lightweight, pliable and durable fabrics especially designed for outdoor display and use (**wind slits are required**)
- Banners must be attached to pre-approved metal street light poles capable of withstanding wind loads generated by banner attachments (poles with traffic signals are not eligible)
- Banners must be at least 12 feet above grade
- Banners must not project more than three feet from the pole onto which it is mounted

INSTALLATION AND MAINTENANCE

The applicant is responsible for the installation, maintenance and removal of the banners. In most cases, it is recommended the applicant retain the services of a private contractor.

For installation, banners must be attached to banner hardware, which must be attached to the street light poles with proper banding materials. Please be advised street light poles cannot be penetrated or altered in any manner by the installation or removal of banners or banner hardware.

To facilitate traffic and parking management during installation, the applicant must coordinate the specific dates and times with the Office of Special Events.

To insure banners remain safe and attractive, the applicant is responsible for monitoring and maintaining the banners at all times. If a problem unrelated to public safety exists, the applicant is required to remove, replace, repair, or otherwise correct the problem within 48 hours of notice. If a public safety-related problem is discovered, the applicant must act immediately to correct the problem, and if it fails to do so, the City of Dallas may act to correct the problem at the expense of the applicant.

Similar to the installation phase, the applicant must coordinate the specific dates and times of banner removal with the Office of Special Events to facilitate traffic and parking management. Any permanent banner or hardware that is moved or removed during the installation shall be put back in place once banners are removed. Any damage to the banner hardware or streetlight poles shall be reported to the Office of Special Events.

Street Pole Banner Installation Companies

The companies listed below have indicated they provide services related to the production and installation of street pole banners for special events. The companies are listed in alphabetical order and are provided for informational purposes only. The city of Dallas does not require special event producers to use these companies for street pole banners and their inclusion on this listing does not represent a recommendation by the City of Dallas.

Jeff Britton
Britton Banners & Event Solutions
2814 Hallandale Lane
Dallas, TX 75234
jeffbritton@msn.com
www.brittonbanners.com

Mr. John Custer
Banners & Signs etc.
14454 Midway Rd.
Dallas, TX 75244
(214)490-9094

Ms. Laurie Wanner
Economy Signs
1324 Elm Street
Dallas, TX 75282
(214)341-3415
lwanner@economysigns.com

Mrs. Brinda Hampton
E.H. Teasley & Co. Inc.
509 Corinth Street
Dallas, TX 75221
(214)421-7633
brinda@ehteasley.com

Mr. Don Cleveland
Hightech Signs
10660 Plano Rd. Suite 118
Dallas, TX 75238
(214)348-8784
don@signsbannersflags.com

Mr. Ken McClellan
The Real Bottom Line
916 Green Castle Dr.
Dallas, TX 75282
(972)296-6778