

BOROUGH OF ELIZABETHTOWN

Cross-Street Banner Policy

Adopted this 19th day of February, 2015.



J. Neil Ketchum, Jr., Council President



Roni Ryan, Borough Secretary

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PROGRAM PURPOSE

1. To complement the aesthetic appearance and/or improvement of Downtown Elizabethtown and the Central Business District (CBD).
2. To assist in the promotion of cultural, recreational, and civic events whose mission is to improve the quality of life and offerings for Elizabethtown residents and visitors.
3. To support and promote special events, bringing increased attention and awareness to Elizabethtown as an economically vital, active, and flourishing community.
4. To create an effective administrative process to manage a high-quality cross-street banner program.

DEFINITIONS

1. **Sponsoring Organization**—Groups with a nonprofit status and/or with activities reflecting general community interest.
2. **Borough Manager**—Chief administrative officer of the Borough responsible for the proper management of the banner system.
3. **Cross-Street Banner**—Banners used in Elizabethtown which are placed across public rights-of-way between two PPL telephone poles.
4. **Cross-Street Banner Program**—All aspects of establishing and maintaining the ongoing use of Borough banner system components by various organizations and their sponsors.

POLICY

1. **Eligibility**—Potential banner program participants should represent or promote free local non-profit or cultural/civic events or activities of particular interest or benefit to the Elizabethtown community. Banners may not be used for commercial advertising purposes, nor may they be used to advertise or promote fundraisers or political candidates, parties, or issues.
2. **Banner Content**—Banner designs should graphically or symbolically represent the subject/purpose of the community event or non-profit group.

Banners content should:

- a. Use bright, contrasting colors on both sides (front and back).
- b. Be simple in nature, incorporating large simplistic and bold elements.
- c. Incorporate imagery and text that are appropriately scaled for long-range visibility.

Banner content should not:

- a. Display any legend or symbol which may be construed to advertise, promote the sale of, or publicize any merchandise or commodity.
- b. Be political in nature and/or suggest partisan political statements or endorsements.
- c. Contain more than 20% of space used to highlight the sponsor of the banner.
- d. Display any inappropriate symbols or messages; i.e., offensive language, hate speak, pornographic images, and/or content considered demeaning and derisive. Decisions on the appropriateness of material will be governed by Elizabethtown Borough.

3. **Specifications**—Cross-street banners shall comply with the following specifications:

- a. All banners shall be printed on both sides of the banner fabric.
- b. Cross-Street banners shall be made of vinyl or mesh with a maximum height of 32 inches, maximum length of 28 feet, and weigh less than 30 pounds.
- c. Vinyl banners shall have a minimum of six vents to allow wind to pass through.
- d. Eyelets (if used) shall have 18" minimum centers; ½" inner diameter with double-eyelets on each corner.
- e. Double-stitched reinforced hems on the top and bottom of the banner are required if attaching with ropes.

4. **Application Process**

- a. The sponsoring organization shall submit an application requesting cross-street banner placement (Appendix A) to the attention of the Borough Manager, Elizabethtown Borough, 600 South Hanover Street, Elizabethtown PA 17022, a minimum of eight (8) weeks prior to the planned installation date.
- b. The application shall include:
 - i. Name, address, and contact information for the sponsoring organization
 - ii. Date of special event
 - iii. Time period requested for banner exposure
 - iv. Banner design proof to include graphics, language, fabric, dimensions, and proposed attachment method
 - v. PPL application approval/release verification
 - vi. Borough application fee
 - vii. Certificate of Insurance

- c. The Borough Manager will review the application and, if approval is recommended, will place a Resolution seeking Penn DOT approval on the agenda at the next available regular Borough Council meeting. (Council meetings are held on the third Thursday of each month.) Applicant will be notified of Penn DOT's decision promptly upon receipt by the Borough Office.
 - d. The Borough reserves the right to honor recognized annual events by reserving banner space as necessary. Priority will be given to the following organizations in the order listed, upon submittal of a completed application and payment of the required fee, until December 1st for the coming calendar year:
 - i. Borough of Elizabethtown
 - ii. Elizabethtown Area Chamber of Commerce
 - iii. Elizabethtown College
 - iv. Elizabethtown Area School District
 - v. Masonic Village
 - vi. Non-Profit Organizations (possessing a 501C3 designation)
 All other cross-street banner requests will be processed on a first-come, first-serve basis, upon submittal of a completed application and payment of the required fee.
5. **Fees**—The application fee for banners includes costs associated with manpower to install and remove the banner, use of vehicles/equipment, and administrative time to review the application, and shall be as set forth in the Borough's Fee Schedule adopted and periodically updated by Resolution of Elizabethtown Borough Council.
 6. **Appeals**—The Borough Manager is authorized by Elizabethtown Borough Council to review applications and approve placement of cross-street banners. If a banner request is denied by the Borough Manager, the sponsoring organization may appeal this decision directly to Borough Council by asking to be placed on the next available Borough Council meeting agenda.
 7. **Placement**—The Elizabethtown Borough Public Works Department shall install and remove approved cross-street banners.
 8. **Length of Exposure**—Banners may be hung for a period not to exceed two (2) weeks and will be removed within two (2) days following conclusion of the event.
 9. **Delivery/Collection of Banners**—Approved banners should be delivered to the Borough Office, 600 South Hanover Street, Elizabethtown PA 17022, no earlier than one (1) week but at least 24 hours prior to the installation date and must be retrieved within one (1) week following removal date.

10. **Storage/Liability**—All banners shall be the responsibility of the sponsoring organization. The Borough will not be responsible for storing banners.
11. **Banner Condition**—The Borough Manager has the authority to refuse the placement of banners which, because of previous use, are in poor condition. In addition the Borough Manager has the authority to order removal of banners which have become frayed, ripped, or are otherwise unsightly.
12. **PPL Approval**—PPL application approval/release must be submitted with all applications. The approved banner location in Elizabethtown Borough is North Market Street (SR230) between Rita’s Italian Ice (PPL #31955S30041) and Groff’s Meats (PPL #31859S30146). For more information and to submit an application, visit <https://katapultwebsiteservices.com/ppl/poleattachmentservices/> (fees may apply).
13. **Insurance Requirements**—Sponsoring organizations wishing to place cross-street banners must carry a General Liability insurance policy in the amount of \$1 million and, further, shall provide a certificate of insurance to the Borough Manager’s office naming Elizabethtown Borough as an additional insured.

GROUP RESPONSIBILITIES

1. Borough of Elizabethtown:

- a. Provides use of light poles
- b. Authorizes the Borough Manager to manage the cross-street banner program
- c. Authorizes the Public Works Department to install and remove cross-street banners

2. Sponsoring Organization:

- a. Follows criteria established in the Cross Street Banner System Policy
- b. Creates its own respective original banner design
- c. Bears the cost of banner manufacture, storage, and applicable application fees (PPL and Borough)
- d. Provides the Borough with written approval/release from PPL to erect the banner at the time of application
- e. Provides the Borough with an Insurance Certificate listing Elizabethtown Borough as an additional insured in the types and amounts required at the time of application

3. Borough Manager:

- a. Manages the Cross-Street Banner Policy
- b. Reviews cross-street banner applications in accordance with the banner policy
- c. Approves placement for all cross-street banners

APPENDIX A

BOROUGH OF ELIZABETHTOWN

CROSS-STREET BANNER APPLICATION

Organization: _____

Address: _____

Contact Person: _____

Phone: _____ Email: _____

Purpose of Proposed Banner: _____

Date of Special Event: _____

Date to Install Banner: _____ Date to Remove Banner: _____

PROCEDURES FOR PLACEMENT OF CROSS-STREET BANNERS

- Only one location in Elizabethtown Borough is designated as acceptable for cross-street banners: North Market Street (SR230) between Rita's Italian Ice (PPL #31955S30041) and Groff's Meats (PPL #31859S30146).
- Banners shall be no more than 32" high and 28' long and must comply with specifications outlined in the Borough's Cross-Street Banner Policy.
- All requests for placement of cross-street banners must be submitted to the attention of the Borough Manager, Elizabethtown Borough, 600 South Hanover Street, Elizabethtown PA 17022, at least eight (8) weeks prior to the proposed installation date.
- No banner may hang for more than two weeks, and all banners will be removed within two days following conclusion of an event.

- Approved banners should be delivered to the Borough Office, 600 South Hanover Street, Elizabethtown PA 17022, no earlier than one (1) week but at least 24 hours prior to the installation date and must be retrieved within one (1) week following removal date.
- All requests will be processed on a first-come, first-serve basis, upon submittal of a completed application and payment of the required fee, with priority given to those organizations listed under item 4.d of the *Cross-Street Banner Policy*.
- The following documentation must accompany this application request:
 - Banner design proof
 - PPL application approval/release verification
 - Certificate of Insurance in the specified amounts naming Elizabethtown Borough as an Additional Insured
 - Payment of fee **(\$300)**, payable to Elizabethtown Borough, for costs associated with manpower to install and remove the cross-street banner, use of vehicles/equipment, and administrative time to review the application.



DO NOT WRITE BELOW THIS LINE—OFFICIAL USE ONLY

Approved Denied Borough Manager: _____

Date: _____

Reason for denial: _____
