

## POLICY FOR DISPLAY AND APPROVAL OF DECORATIVE SIGNS IN MUNICIPAL SERVICE DISTRICTS 1,2 & 3

### Definition of a Decorative Sign

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Decorative signs must be pictorial representation (including illustrations, words, logos or number of decorations), such as emblems, flags, banners or pennants. No commercial advertisement unrelated to the specified event will be used to promote said event. The decorative sign may contain the name, date of the event and the event sponsor(s) name if incorporated into the design. The sponsor(s) name or logo shall not exceed more than 15% of the total banner space in the design.

### Hanging and Removal of Decorative Signs/ Banners

Display banners for an approved event or organization may be displayed 30 days prior to the event and shall be removed within 2 days after the event.

Charlotte Center City Partners will manage time and scheduling of all banners.

Preference will be given to those organizations whose previous, additional banner application had not been accepted in the past 30 days. **No more than two street banners per organization will be displayed at the same time.** This is to ensure all organizations have the opportunity to display event banners.

The exhibitor shall be responsible for:

- Providing banner for approved area
- Scheduling removal and replacement of banner

### Liability

The person or organization displaying temporary decorative signs shall hold harmless and indemnify the City of Charlotte, Charlotte Center City Partners, and Duke Power Company, their agents, employees and representatives from any costs, damages, losses and expenses of any kind arising from the display of said decorative signs and banners. Those displaying signs shall carry comprehensive general liability insurance with limits no less than \$2,000,000 CLS's per occurrence, annual aggregate on bodily injury and property damage to ensure their liability for the indemnification clause of this agreement. A certificate of insurance shall be issued and provided to the CCCP prior to beginning any work.

### Prohibited Sign Devices

No temporary sign shall do any of the following: (1) Move mechanically, or in any other way, other than by natural causes, (2) Be lighted or flash, (3) make noise.

**Across-Street Banner Application**

Charlotte Center City Partners will review applications. Applications should be submitted at least 30 days in advance of requested display dates.

Date of Application:    Month: \_\_\_\_\_ Day: \_\_\_\_\_ Year: \_\_\_\_\_

Organization: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Promoted Event: \_\_\_\_\_

Date(s) of Event: \_\_\_\_\_ Event location: \_\_\_\_\_  
(please complete a separate application for each event)

Requested dates for banner to be hung: \_\_\_\_ / \_\_\_\_ / \_\_\_\_    Removed: \_\_\_\_ / \_\_\_\_ / \_\_\_\_

Number of Banners to be hung: \_\_\_\_\_

Locations Request: number location preference (1-4)	Size
<input type="checkbox"/> E Trade St - facing west	5'x30'
<input type="checkbox"/> E Trade St - facing east	5'x30'
<input type="checkbox"/> W Trade St, facing west	4'x20'
<input type="checkbox"/> W Fourth St, facing west (Gateway)	4'x20'

Who will produce banners (vendor's company name): \_\_\_\_\_  
(Banners will be hung by Conder Flag)

Application must include banner copy. Rendering, banner material (scale drawing, photographs) typeface selections and/or other descriptive material about the proposed banner may also be submitted.

Signature of Applicant: \_\_\_\_\_

For office use only: <input type="checkbox"/> Approved <input type="checkbox"/> Not Approved <input type="checkbox"/> Rendering Signature _____ Date _____
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## **Insurance Waiver**

The applicant shall indemnify and hold harmless the City of Charlotte, Charlotte Center City Partners, and all officials, owners, employees associated with the areas referred to in this application from any loss, cost (including reasonable attorney fees and anticipated costs), damages, expenses and liability arising from the use, occupancy of anticipated use of any area referred to in this application. The City of Charlotte and Charlotte Center City Partners and all other officials associated with any properties referred in this application accept no liability for any legal actions that may arise. Any insurance protection, which may be necessary, is the sole responsibility of the applicant.

**DATE:** \_\_\_\_\_

**SIGNATURE OF APPLICANT:** \_\_\_\_\_

**WITNESS:** \_\_\_\_\_

## **Construction Specifications for Across-Street Banners**

### **Material**

Background should be made of vinyl material, minimum 13 oz. Vinyl graphics may be applied or banner may be digitally printed.

### **Finishing Specifications**

Banners should have hems and 1" webbing sewn into banner top and bottom. Each corner of banner should be reinforced and have a D-ring for fastening. Grommets are required top and bottom at a minimum of every 3' apart.

### **Sign Material**

Temporary decorative signs shall not be composed of material, such as metals or heavy plastics, or constructed with protruding parts that would be hazardous or pose danger of falling because of design or weight. Acceptable fabrics are synthetic and/or natural fabrics.

### **Location, Size and Placement of Signs**

Signs are permitted to be displayed in approved locations on Tryon Street Mall. The minimum distance from street level shall be 25 feet.

### **Locations**

### **Size Options**

E Trade St - facing west	5'x30'
E Trade St - facing east	5'x30'
W Trade St, facing west	4'x20'
W Fourth St, facing west (Gateway)	4'x20'

### **Application Process**

Application packets must be returned via fax:  
Lynn Henderson  
Charlotte Center City Partners  
704-342-1233.

Applications will be accepted on a first come basis, and banners may be applied for up to two (2) years in advance. Applicants will be advised of status of their application within one week of receipt.