

**CHELTENHAM TOWNSHIP
HIGHWAY BANNER POLICY & SPECIFICATIONS**

Purpose

The Township owns three (3) highway banner pole sets for the purpose of assisting the promotion of cultural and civic events sponsored by Township or non-profit groups reflecting general community interest. The following policy is set forth to create an effective administrative process to manage a high quality Township banner program.

Banner Policy

- A. Eligibility: Potential banner program participants should represent or inform the public about local non-profit or cultural civic events or activities of particular interest or benefit to the visitors in general and Cheltenham specifically. Banners are not to be used for commercial advertising or to express, advertise or promote political candidates, parties, or issues.
- B. Banner Review: Banner applications will be reviewed and considered for approval by the _____ Department upon review by the Planning and Zoning Department. All banners must be professionally manufactured by a bonded printer to ensure quality; only well made banners will be displayed within the Township of Cheltenham.
- C. Information Content: All banner designs shall be artistic in nature, graphically or symbolically representing the subject/purpose of the sponsoring organization. Banners can include text for date, activities, logos, and/or the name of the sponsoring organization. More specifically, Banners must:
1. Not display any legend or symbol which may be construed to express, advertize, promote the sale of, or publicize any merchandise, commodity, or service, or be political or ideological in nature. However, a professionally placed logo of a business or corporation sponsoring the event may be included on a banner providing it does not occupy more than 20% of the banner.
 2. Not have displayed thereon anything which portrays a traffic control device or which attempts to direct the movement of traffic.
 3. Be simple in nature, incorporating large simplistic and bold elements.
 4. Incorporate imagery and text that are appropriately scaled for long-range visibility.
 5. Not display any inappropriate symbols or messages or in any way suggest partisan political statements or endorsements.
 6. Not contain inappropriate material including but not limited to: offensive language, hate speech, pornographic images, and/or content considered demeaning and derisive. Decisions on the appropriateness of material will be governed by the Township.
 7. Conform to standards as outlined in Section D.
- D. Banner Specifications: Cross-street banners shall comply with the following specifications:
1. All banners shall be printed on both sides of the banner fabric.
 2. Banners shall be made of marine acrylic canvas or heavy reinforced vinyl resistant to ultraviolet rays, mold, and mildew.
 3. Each banner shall have double stitched reinforced hems and heavy duty brass grommets at each corner for fastening. Banners shall also have heavy duty fasteners located every three feet along the top edge that will

connect to the span wire.

4. Cross-street banners shall be supplied with wind vents (slits) of sufficient size and number to prevent wind damage to the banner and support poles. There should be at least four semi-circle slits, each slit to be ten or 12 inches in diameter, fifteen to 18 inches measured around the half circle.
5. Banner size will depend on the location but in no case shall the banner be larger than 30 inches in height and 28 feet long.
6. The lowest portion of a Banner shall be no less than 17'6" feet above the top surface of road pavement directly below it and shall in no way obstruct traffic flow.
7. Rope to connect to poles shall be 3/8" diameter polyester double braid (ex. Sta-Set by New England Ropes or equivalent).

E. Banner Placement: Banners must be installed and removed by an insured professional with a bucket truck:

1. The installer will be held responsible for damage incurred to any pole, cable, guard rail, pavement, or any other Township maintained item caused by the installation or removal of the banner.
2. The applicant is responsible for scheduling the installation and removal of banners and must provide appropriate traffic control for such operations.
3. At least 24 hours advanced notice must be given to the Cheltenham Police Department and Public Works Departments before installation and/or removal of banners.
4. Banners left up after the permitted time period will be removed and disposed of by the Public Works Department at the applicants expense.
5. The Township Public Works Department may install banners for applicants for a nonrefundable fee of \$200.00, provided there are given enough advance notice.

F. Length of Exposure: Banners may be hung for a period not to exceed three weeks and shall be removed no later than five days after the event.

G. Storage / Liability: All banners shall be the responsibility of the sponsoring organization. Cheltenham Township will not be responsible for storing banners.

H. Banner Condition: Cheltenham Township has the authority to refuse the placement of cross-street banners which are in poor condition. In addition, the Department of Public Works has the authority to remove banners which have become frayed, ripped, or otherwise unsightly.

I. Banner Locations: The three locations are labeled and identified below:

Location ID	Description
A	200 Block of Easton Road
B	Church Road East of Stahr Road
C	Central Avenue at bridge over Tookany Creek

J. Applicants will need to provide proof of insurance to the Township with Cheltenham Township as co-insured.



CHELTENHAM TOWNSHIP
MONTGOMERY COUNTY, PENNSYLVANIA
OVERHEAD BANNER APPLICATION

1. Applicant Information

a. Sponsoring Entity: _____

- Mailing Address: _____

- Contact Person(s) (Minimum of two)

Name _____

Phone/Fax _____

Email _____

Name _____

Phone/Fax _____

Email _____

- Emergency Contact

Name _____

Address _____

Phone/Fax _____

Email _____

2. A completed Overhead Banner Application must be received by the Building & Zoning Department no later than six (6) weeks prior to the desired date for the installation of the banner.
3. Banners shall only be installed at locations designated by the Township.
 - Traffic control for banner installation and removal shall be performed in accordance with the most current version of Pennsylvania Department of Transportation Publication 203.

4. Banner Location

- 200 Block of Easton Road
- Ashbourne Road at Central Avenue
- Church Road East of Stahr Road (Max. Banner width 2'-6")

5. Banner Size

Length: _____

Width: _____

- **NOTE: Vertical clearance from roadway to bottom of banner must be at least 17'-6".**

6. Banner text:

- **No more than 20% of the message may relate to naming or advertising a commercial product, enterprise, business or company and the event is related to a national, state, regional or local function or charitable affair.**
- **Is the event being advertised on the banner related to a charitable affair or a national, state, regional or local function.**

YES

NO

7. Banner Installation/Removal – **21 Days Max**

Event Date _____ Install Date _____

Removal Date _____ **No later than 5 days after event**

8. Applicant's Acknowledgement

By submitting this request, the APPLICANT acknowledges that he/she accepts responsibility for erecting, maintaining and removing the BANNER from across the State and/or Local highway. Furthermore, the APPLICANT shall be responsible to fully indemnify and hold harmless the Township of Cheltenham, Montgomery County, Pennsylvania and all of its employees and assume all liability for damages or injury occurring to any person or property through or in consequence of any act or omission of anyone associated with the erecting, maintaining, and removal of the BANNER.

APPLICANT SIGNATURE _____

APPLICANT NAME – PRINTED _____

Subscribed and sworn before me

This _____ day of _____, 20____.

(Signature of Notary Public)

My Commission expires:
(Seal)

9. Township Action

Approved

Denied

By: _____
Planning and Zoning Department

cc: Township Manager
Director – Planning & Zoning Department
Township Police Department
Township Emergency Management Services
Township Public Works Department