



## City of Annapolis

Office of the Mayor

160 Duke of Gloucester Street  
Annapolis, MD 21401-2517

[Mayor@annapolis.gov](mailto:Mayor@annapolis.gov) • 410-263-7997 • Fax 410-216-9284 • TDD use MD Relay or 711 • [www.annapolis.gov](http://www.annapolis.gov)

## Banners on Poles Application Special Events and Programs

### Instructions

This application is required in order to consider whether the proposed activities are in compliance with applicable laws and regulations, and are not detrimental to the public health, safety and welfare.

#### Allowed purposes

Placement of temporary signs, banners, flags and other advertising devices **on City-owned light poles or other structures** allowed by City Code.

1. A list of approved locations is available, and the requested location(s) from that list must accompany the banner placement application.
2. For sites in the Historic District, the City's Chief of Historic Preservation shall review the application and provide its certificate of approval (§21.70.090).

**All other purposes not covered by this application** may require the approval of either the Department of Planning and Zoning, Department of Public Works, or the Department of Neighborhoods and Environmental Programs. Please contact them directly.

### Requirements for Approval

#### Conditions of Approval

No application can be approved that does not meet the following requirements.

1. Application must be complete and meet with all requirements and specifications. A *complete* application must include:
  - a. Completed application form
  - b. A design proof or to-scale drawing of the proposed banner or sign with final dimensions, clear rendering of content, and proposed hanging options. If you are requesting approval of two events, this information must be provided for *each* banner.
  - c. Statement indemnifying the City, signed by an authorized representative of the requesting organization (included as a part of this application).
  - d. Certificate of Insurance for \$2,000,000 aggregate/\$1,000,000 single occurrence (sample can be provided).
  - e. Certificate from manufacturer that banners are capable of withstanding winds and gusts of a minimum of 75 miles per hour.
  - f. Pole Banners may be approved for two events per year and banners may be up for no more than 30 days each time (§21.70.060 (B.4.a)).
2. Banners proposed for placement must meet the specified design criteria (a banner schematic has been included as a part of this application). Cost to produce banners meeting these specifications is the sole responsibility of the applicant.
3. Pole Banner location maps have been attached to this application. Circle the locations where the banners are to be installed. *Make sure the circles are legible.*

4. Banner(s) receiving approval under this process shall be both installed and removed by the City's Department of Public Works at a cost of \$20.00 per banner location.
  - a. Banners to be installed must be delivered to Public Works for hanging five (5) business days before the approved start date for banner display. Banners must be delivered in a box appropriate for storage.
  - b. Banners removed by Public Works will be held for pick-up by the applicant for up to 30 days from removal date approved in this application; beyond 30 days, Public Works may, at its discretion, dispose of the banners.
  - c. Installation and removal of banners may be delayed in inclement or emergency situations, at the sole discretion of Public Works. The applicant will not receive a refund in this case.
  - d. Banners will be installed on regular work days.
5. The cost of hanging and removing banners by Department of Public Works will be calculated for reimbursement by the requesting organizations (§6.04.210), and that cost must be paid by applicant prior to the banners being installed. Banners will not be installed if payment of the installation and removal cost is not provided.
6. Banners will not be able to be hung on damaged brackets. Brackets will be repaired as quickly as possible and the banner will be hung once the bracket (s) is repaired. The applicant will not receive a refund in this case.

### **Enforcement**

Banners installed without submission and approval of this application will be removed and held for pickup for up to 30 days after removal. The cost to remove the banners will be invoiced to the responsible party at \$20.00 per banner.

### **Review Requirements**

The following are additional requirements for approval of banner installation.

1. Pre-application discussion with the City's Special Events Coordinator is required for a first time request for banner placement.
2. The completed permit application, with required attachments, must be submitted **30 days** prior to the proposed start date. Applications received fewer days in advance of the proposed start date may be processed at the discretion of the Special Events Coordinator.
3. A \$30.00 non-refundable application fee is required prior to review of submitted application. Payment may be made by check payable to the *City of Annapolis* or in cash to the Special Events Coordinator. Cash payments will be deposited and a receipt will be provided. Applications may be sent electronically via email to: [specialevents@annapolis.gov](mailto:specialevents@annapolis.gov), and the application fee may be sent by mail to the Special Events Coordinator. An emailed application will not be reviewed until the fee is paid.
4. If you are placing banners in the Historic District (see location maps so designated), this application will be reviewed by the Annapolis Historic Preservation Commission (21.70.090) and their fee will apply. A \$25.00 non-refundable fee is required prior to review of the submitted application by the Chief of Historic Preservation. Payment may be made by check payable to the *City of Annapolis* or in cash to the Special Events Coordinator. A credit card authorization form is available upon request. **This fee is required ONLY if you are placing banners in the Historic District.**
5. The application fee **must** accompany the application, if mailed or delivered in person. Credit card authorization form available upon request.
6. The address for mailing or delivery of the application and/or payment is:  
Special Events Coordinator  
City of Annapolis  
160 Duke of Gloucester Street  
Annapolis, MD 21401  
[specialevents@annapolis.gov](mailto:specialevents@annapolis.gov)



**City of Annapolis**  
**Office of the Mayor**  
 Special Projects Coordinator  
 160 Duke of Gloucester Street  
 Annapolis, MD 21401-2517

FOR CITY USE ONLY	
FORM #	_____
SUBMITTED	_____
FEE PAID	_____
COST PAID	_____
INS. CERT. RCVD	_____
STATUS	_____

[SpecialEvents@annapolis.gov](mailto:SpecialEvents@annapolis.gov) • 410-263-7996 • Fax 410-216-9284 • TDD use MD Relay or 711 • [www.annapolis.gov](http://www.annapolis.gov)

## Banners on Poles Application Special Events and Programs

### Pole Banner Placement Information

Banner Title \_\_\_\_\_

### Requesting Organization Information

Name of Applicant \_\_\_\_\_

Name of Organization \_\_\_\_\_

Organization address \_\_\_\_\_

City \_\_\_\_\_ ST \_\_\_\_\_ Zip \_\_\_\_\_

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

Contact Person authorized to act on behalf of the organization for banner placement

Contact name \_\_\_\_\_

Phone (cell preferred) \_\_\_\_\_ Work \_\_\_\_\_

Email \_\_\_\_\_

### Organization Status

Annapolis Residential/Community Group

Governmental Agency

Business Group/Association

Not for profit (attach designation letter)

Charitable or educational organization

Other (please describe) \_\_\_\_\_

### Purpose or use of pole banner

Announce a program (attach program flyer, brochure or description)

Program Name \_\_\_\_\_

Program Date(s) Start \_\_\_\_\_ End \_\_\_\_\_

Program Location \_\_\_\_\_

Website \_\_\_\_\_

Promote an Event (attach program flyer, brochure or description)

Name of Event \_\_\_\_\_

Event Date(s) Start \_\_\_\_\_ End \_\_\_\_\_

Event Location \_\_\_\_\_

Website \_\_\_\_\_

Other (please describe with details as above options and attach flyer, brochure or description)

**Date(s) of Banner Display**

1st Event Proposed Installation Date \_\_\_\_\_ Removal Date \_\_\_\_\_

2nd Event Proposed Installation Date \_\_\_\_\_ Removal Date \_\_\_\_\_

**Selected Banner Location(s)** – Must be the same location for each event, above

Total number of banners requested for placement \_\_\_\_\_

Are your locations in the Historic District (see Banner Location Maps)? Yes      No

Attached Pole Banner Location Map(s) indicating requested pole banner locations

Attached Certificate from Manufacturer certifying banners can withstand winds and gusts of 75 miles per hour *minimum*.

**Name of Company/Contractor producing the banner**

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ ST \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Total cost of producing banners \$ \_\_\_\_\_

## TERMS AND CONDITIONS

### Indemnification

The Applicant shall indemnify and hold the City of Annapolis and the Mayor, Alderpersons, and employees and agents harmless from liability for all injuries and damages to persons and property pursuant to conditions for approval of this application, and for any attorney fees and costs incurred in addressing and defending claims, complaints and lawsuits that seek to impose liability on the City or its Mayor, council members, department directors and other employees and agents in connection therewith. Failure to comply with the conditions of approval of this application may, in the sole discretion of the City, result in termination of approval.

### Insurance

Unless waived by the City's Office of Law, this application shall not be approved unless the Applicant produces an insurance policy or rider establishing that the Applicant is insured, in amounts acceptable to the City, against liability for injuries and damages to persons and property arising from the acts or omissions of the Applicant and its agents, employees and contractors design, production and display of the banners specified in this application. The City of Annapolis and the Mayor, Alderpersons, and employees and agents shall be named as additional insureds under the policy or rider in language specified by the City. A sample certificate of such insurance with required language is available upon request.

**I have read, understand and accept** the terms and conditions stated in this application. If the applicant is an entity, I certify that the Applicant is currently licensed or registered to do business in the State of Maryland if licensing or registration is lawfully required, that it is an entity in good standing with the State of Maryland, that I am authorized by the Applicant to sign this application on its behalf and to legally bind it thereby, that my signature represents my acceptance of these terms and conditions and the acceptance of the entity, and that I individually guarantee any liability and all obligations imposed on the entity pursuant to the approval of the application.

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Signature of Applicant or Applicant's Representative (may be typed)

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Date

FOR CITY USE ONLY

**APPROVALS/DENIALS**

Fee(s) paid

**Approval/Denial of Public Works (DPW)**

Public Works approves the request for banner placement. Dates and costs have been entered into Banner Database.

Public Works denies the request for banner placement for reasons as indicated in Banner Database

**Approval/Denial of Chief of Historic Preservation (Banners in Historic District only):**

I hereby give certificate of approval of the Historic Preservation Commission to the proposed banner placement in the Historic District as meeting the Commission’s design guidelines

as presented by applicant

as presented, with the modifications listed in Banner Database

I hereby deny Historic Preservation Commission approval for reasons as indicated in the Banner Database.

\_\_\_\_\_  
Signature of Chief of Historic Preservation

\_\_\_\_\_  
Date

**Banner Application Approval/Denial—Special Event or Special Program**

**This application is hereby**

Approved

Denied

Approved with modifications as specified herein:

\_\_\_\_\_  
Signature of Special Projects Coordinator, Mayor’s Office

\_\_\_\_\_  
Date