



**CHARLES STREET BANNER PROGRAM GUIDE**  
**Conway Street to Centre Street**  
**2010**

Downtown Partnership of Baltimore holds an exclusive permit from the City of Baltimore to erect banners on streetlight standards (poles) along Charles Street from Conway Street to Centre Street.

Downtown Partnership of Baltimore will schedule banners for installation following execution of the attached contract between Downtown Partnership of Baltimore and the sponsoring organization with full payment by the sponsor in advance. Banners are the property of the sponsor and must be claimed by the sponsor within 48 hours of being taken down.

Downtown Partnership is not responsible for disappearance of or damage to banners from any cause including but not limited to wind, weather, theft, vandalism, fire or acts of God. Downtown Partnership of Baltimore recommends that sponsors order more banners than will be erected for use as replacements in the event of damage or disappearance. The sponsoring organization is responsible for installation costs of replacement banners.

Two banners are installed on brackets on each light pole. The cost of installing banners is \$112.00 per pole. Downtown Partnership of Baltimore requires the sponsor to provide a certificate of insurance that covers the sponsor's property, as well as the property of the City of Baltimore and Downtown Partnership. **The coverage should include the following:** \$3,000,000 General Aggregate to include contractual liability, \$1,000,000 Personal & ADV injury, \$1,000,000 Each Occurrence and \$50,000 Medical Expenses (any one person). **"Certificate Holder" is to read:** Mayor and City Council of the City of Baltimore, its elected/appointed officials, employees and agencies shall be named as additional insured for this activity; Downtown Partnership of Baltimore, Inc. and its employees; Downtown Management Authority and its employees; F.W. Haxel Company, Inc.; and The City of Baltimore cannot be held responsible for any loss or damage, nor for any personal liability that may occur.

In the event banners are to be erected on light poles without brackets, the sponsor is required to purchase brackets at a cost of \$155.00 (or market price) per bracket or \$310.00 per set of brackets per pole in addition to the cost of banners and installation. The sponsor agrees that such brackets are the property of the City of Baltimore and will remain on the light poles for future use after the banners are taken down.

## **ERECTION OF BANNERS SHALL BE SUBJECT TO THE FOLLOWING GUIDELINES:**

1. The purpose of banners on streetlight poles is to improve the appearance of Charles Street and Downtown and to call attention to community activities, Baltimore institutions or milestones in the revitalization of Downtown. Their purpose is not to advertise individual businesses or to sell merchandise, products or services.
2. Banners shall be as non-commercial as possible. First priority shall be given to banners for public events and messages produced by Downtown Partnership. Second, for other non-profit group promoting public events. Sponsors may appear on such banners in type that is deemed appropriate by the Design Review Committee of the City Sign Committee. **No commercial logos are acceptable.** Third priority shall be given to for-profit public events, institutions or places of major community importance such as professional athletic teams, new or renovated buildings or redevelopment projects. Final authority on appropriateness of banners shall be the Baltimore City Sign Committee.
3. Banners shall be delivered two weeks prior to the scheduled installation date.
4. Good, simple graphic design appropriate for large-scale, outdoor use shall be required for all banners. A full color, to scale rendering must be submitted and approved by the City Sign Committee.
5. All banners must be fabricated according to the specifications on Attachment One. Downtown Partnership of Baltimore will only install banners adhering to these specifications.
6. Banners are temporary signs as defined in the Chapter 10-Sign Regulations, Zoning Ordinance of Baltimore City, and may be displayed for a maximum of 30 days with the possibility of exception judged on an individual basis. Banners shall not be displayed for less than one month except for convention groups, which may sponsor banners for any number of days up to a maximum of one month prior to and during the convention.
7. Banners sponsored by for-profit institutions shall not be installed in front of the premises of a competitor.
8. In the event of scheduling conflicts, orders placed by Downtown Partnership of Baltimore shall have priority over any other order, and large orders shall have priority over small orders. The minimum order shall be for banners for three entire blocks; utilizing all light poles on a given street between each of three intersections.
9. **A graphic rendering to scale of the banner design must accompany this agreement.**

**CHARLES STREET BANNER PROGRAM – AGREEMENT**

Date banners will be delivered: \_\_\_\_\_

Date banners will be displayed: \_\_\_\_\_

Total number of poles to be utilized x \$112/each: \_\_\_\_\_

Total number of brackets installed x \$155/each (determined at time of installation): \_\_\_\_\_

Total cost of Contract: \$ \_\_\_\_\_

**(A map indicating which poles are to be utilized must accompany this contract)**

Name of Sponsor: \_\_\_\_\_

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

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

Signed by: \_\_\_\_\_

Printed name and title: \_\_\_\_\_

**Please return two copies of this signed contract and proof of insurance.**

**Full payment will be required upon approval of this request and banner design by The City of Baltimore and Downtown Partnership of Baltimore. Payment must be made before installation will be performed.**

**RETURN TO:** Downtown Partnership of Baltimore  
217 N. Charles Street, Suite 100  
Baltimore, MD 21201  
Phone: 410.244.1030 Fax: 410.244.8670

One executed copy of this contract will be returned to you.

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**ACCEPTED FOR DOWNTOWN PARTNERSHIP OF BALTIMORE:**  
(Administrator for the *Downtown Management Authority*)

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

Title: \_\_\_\_\_

Date: \_\_\_\_\_

**Upon acceptance, please submit full payment in the amount of \$ \_\_\_\_\_**

**Make check payable to Downtown Management Authority and return to the above address.**

Contributions to Downtown Management Authority for Baltimore City are not deductible as charitable contributions for Federal income tax purposes. However, they may be tax-deductible as ordinary and necessary business expenses. FIN 52-1794232