



Borough of West Chester  
401 East Gay Street  
West Chester, PA 19380  
610-692-7574  
[www.west-chester.com](http://www.west-chester.com)

### **2018 BANNER APPLICATION**

**General:** Banners shall be permitted to promote community events only (e.g., non-profit, charitable, educational, fraternal, civic, or service organizations). Banners promoting business and commercial enterprises are not permitted.

Installation dates will not be reserved until the application is completed in its entirety and submitted at least **45** days in advance of desired date. **A banner application requires approval by Borough Council at a public meeting.**

**Applicant Information:**

Name: \_\_\_\_\_  
Organization: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone: \_\_\_\_\_ Email: \_\_\_\_\_

An application executed on behalf of a corporation, partnership, association or a not-for-profit must be executed by the Chief Executive.

**Requested Dates:**

Requested Installation Date: \_\_\_\_\_  
Requested Removal Date: \_\_\_\_\_

**Installation Information:**

Organization responsible for Installation and Removal of Banner: \_\_\_\_\_  
Contact Person: \_\_\_\_\_  
Phone Number: \_\_\_\_\_  
E-Mail: \_\_\_\_\_

**Content & Text Description:** (Include Picture of proposed banner. Exact wording required)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Requested Location Information:**

3 West Gay Street (28' 3")

22 West Market Street (42' 10")

2 North High Street (45' 3")

36 East Market Street (36' 1')

Distances are measured from "pole to pole". All banner lengths should be 6 feet less than the length listed to allow for tying off at each end.

**BANNER CONSTRUCTION DESIGN REQUIREMENT**

1. Minimum/Maximum height: 24 inches to 36 inches
2. All banners will be created of at least 18 ounce vinyl.
3. Metal grommets installed at all four corners and across the top edge of the banner to secure the banner to the guide line.
4. Grommets should be spaced no more than 30 inches apart across the top edge of the banner.
5. All banners should have reinforced corners to protect against wind damage.

**REGULATIONS AND CONDITIONS DISPLAY OF BANNERS**

By signing below, the Applicant agrees that he or she has read and agrees to fully comply with the following Regulations and Conditions and agrees that any banner displayed by the Applicant is subject to the following regulations and conditions:

1. Hanging and displaying of banner must be in complete conformance with the application as submitted and approved by Borough Council and in accordance with the Regulations and Conditions stated herein.
2. Installation of the banner will be in compliance with all applicable state and local policies and regulations is the **sole responsibility of the applicant and organization(s)**.
3. No banner may be hung lower than **fifteen (15) feet** over the street or public way. Banners are not permitted to be attached to traffic signal standards.
4. After approval, the banner may not be hung more than fourteen (14) days prior to the date of the event being advertised and must be removed no later than three (3) days following the concluding date of the event being advertised.
5. A banner not removed within three (3) days after the advertised event has concluded may be removed by the Borough with the sponsoring person(s) and organization held liable for the actual cost of the removal.
6. Banners hung without proper approval must be removed within two (2) working days after the Applicant or sponsoring organization(s) responsible have been notified by any means of communication. Failure to remove the banner after notification shall result in the Borough removing same at a charge to the Applicant and/or organization(s) of the actual cost of removal. Further, unauthorized hanging of a banner may subject the Applicant or sponsoring organization(s) to fines levied per local Ordinance.

7. Applicants and the sponsoring organization(s) and applications assume sole and exclusive liability in connection with any and all aspects of the banner, including but not limited to its content, installation, removal, and maintenance.
8. The Applicant and the sponsoring organization(s) hereby agree to indemnify, defend and save and hold harmless the Borough of West Chester, its officers, employees, agents, Council members and their successors and assigns (collectively, the Indemnified Party) from and against, and to reimburse the Indemnified Party with respect to, any and all claims, demands, causes of actions, losses, damages, liabilities, costs and expenses (including reasonable attorney's fees and expenses and court costs) asserted against or incurred by the Indemnified Party by reason or arising out of the Applicant's and the sponsoring organization(s) display of a banner across a street or way in the Borough of West Chester.
9. The Borough of West Chester is not responsible or liable for ripped, torn, or otherwise damaged banners. It is the responsibility of the applicant to secure a company to hang and take down their banner on the approved dated.
  - \* If a banner becomes dislodged, falls down, rips, tears, or otherwise is not hanging in its intended position it is the responsibility of the banner permit recipient to have the banner taken down immediately at the recipient's cost.

**The Applicant has reviewed each of the above eight regulations and conditions for display of banners, and agrees to adhere to and be bound by such regulations and conditions.**

\_\_\_\_\_

**Applicant Signature**

\_\_\_\_\_

**Date**

**For Borough Use Only:**

Approved

Denied

Borough Manager Signature: \_\_\_\_\_

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