



Cross-Street Banner - Permit Application General Information Guide Sheet

General Information:

- **Cross-Street Banners** may be installed for periods not to exceed 14 days for any single event
- **Issuance** of Permits may only be made to the following organizations or units of local government whose primary purpose for displaying a banner is for advertising and promoting community activities such as:
 1. Tourism activities
 2. SIU sponsored entertainment
 3. SIU co-sponsored student events
 4. Events co-sponsored by the City
 5. Not for profit community art and cultural activities
 6. Other events as determined by the City to be of civic or community interest and/or importance

Permit:

- **Application** from the public for installation of a Cross-Street Banner shall be submitted to the Maintenance and Environmental Services Manager for review no earlier than 12 months and no later than 30 days prior to the requested installation date
- Fax to: **618-549-0668** Mail to: **City of Carbondale - Maintenance & Environmental Svcs Mgr
PO Box 2047 - Carbondale, IL 62902-2047**
- **An installation fee** of \$125 shall accompany the application; the City retains sole discretion concerning fees
- **Display dates** will be assigned on a "first come - first serve" basis dependent upon
 1. Receipt of a completed permit application
 2. Positive staff review
 3. Final approval by the City Manager

- **Fee will be returned** should the permit be denied for any reason; however, once the permit is approved, substandard fabrication or other unacceptable variance from the approved permit, shall be cause for the banner to be returned for modification and compliance; but shall not be cause for the fee to be returned

Fabrication: To assure protection from physical liability banners shall meet the following fabrication requirements

- **Size** - no larger than 100 sq ft per side; no longer than 36 feet; no greater in height than 36 inches
- **Material** - heavy nylon reinforced vinyl fabric, resistant to tearing and impervious to water
- **Wind Load Protection** - sufficient air-holes(slits) designed to reduce wind pressure shall be provided
- **Reinforcement** - top and bottom edges shall have a 2-inch double stitched fold; a 6-inch triangular, double stitched, extra layer of banner material shall be installed at each of the four corners
- **Mounting Hardware** - mounting grommets, having 3/8inch inside diameter holes shall be provided, inside the two inch stitched material fold, at each corner and along the top and bottom edge of the banner at a distance not to exceed 36 inches on center

Appearance:

- **Message** - banner message(s) shall advertise or promote only those events specified in the General Information section above and the content therein shall be consistent with the intent of those items
- **Advertisement** - recognition of an event sponsor name or commercial advertisement may appear on the banner in the form of name or logo, but shall not occupy more than five percent(5%) of the banner area per side

Installation:

- Cross-street banners shall be installed and removed solely by the City or its designee in accordance with the times and dates as listed in the approved permit with **no installations being made on Saturdays or observed and/or celebrated holidays**
- The **City shall retain sole discretion** to assess the quality of fabrication, the consistency and suitability of the message in its entirety and reserves the right to deny installation of the banner for any reason what-so-ever

Delivery and Pick-up:

- **To assure timely installation**, banners should be delivered to the Maintenance and Environmental Services Manager's Office, located at the **Public Works Maintenance Facility, 212 W Willow St**, no later than five(5) working days, prior to scheduled installation; this allows ample time for inspection of the banner and corrective measures to be taken, if needed.
- **Banners shall be picked-up by the permit holder or designee within ten(10) working days** subsequent to scheduled removal, or said banner will be disposed.