



## **INSTRUCTIONS FOR DISPLAYING BANNERS ACROSS MAIN STREET**

**IN THIS PACKET YOU WILL RECEIVE 3 FORMS THAT WILL HAVE TO BE FILLED OUT BEFORE YOU ARE APPROVED. PLEASE READ AND FILL OUT ALL FORMS ACCORDINALLY.**

- ✚ **Town of North East Polices and Regulations. This form has to be signed, dated and approved before sending the additional to State Highway. Also, please make a copy of the regulation for the banner criteria.**
- ✚ **State Highway Administration Banner Permit. This form must adhere to the roadways, dates, times and guidelines.**
- ✚ **State Highway address and telephone number.**

**Once all forms are filled out, please send to the address provided or fax.**

**TOWN OF NORTH EAST  
POLICIES AND REGULATIONS  
FOR THE USE OF THE TOWN HALL  
FOR DISPLAYING BANNERS ACROSS MAIN STREET  
106 S. Main Street, North East, Maryland 21901**

**AS PART OF THE SERVICE TO THE COMMUNITY, THE TOWN OF NORTH EAST (“TOWN”) WILL PROVIDE THE TOWN HALL BUILDING FOR HANGING STREET BANNERS ACROSS MAIN STREET UNDER THE FOLLOWING CONDITIONS:**

- **Banner must advertise a local community event open to the public. The Town will determine whether the event is considered a local event.**
- **State Highway Administration approval must be received. Copy of approval must be supplied to Town Hall. State Highway Administration approval does not preclude the applicant from receiving approval from the Town.**
- **Annual events benefiting the Town’s local merchants and local businesses will have precedent over other events. All other events will be reserved by the Town on a first come first serve basis.**
- **Banner must be a minimum of 4 feet high by 20 feet wide. Maximum can not exceed 4 feet high by 30 feet wide. Minimum rope must be 3/8” not to exceed 1/2 “. Cable loops must be installed at all four corners. Banners must have wind holes or be of mesh material. All banners must meet Delmarva Power regulations for banners.**
- **The only commercial advertisement permitted on a banner is the name of the sponsor(s) of the event as long as the area displaying the sponsor(s) is substantially smaller than the area used to display the event.**
- **In case of wind or weather advisory, the Maintenance Supervisor has the discretion of removing the banner until such times as weather conditions are deemed safe for banners.**
- **Banners will be hung and removed by the Town Maintenance Personnel pursuant to their schedule.**
- **Banners must be delivered 10 days prior to being hung and must be picked up no later than 72 hours after removal.**
- **The Town reserves the right to refuse any permit.**
- **The Town assumes no responsibility whatsoever for the loss or damage of the banner.**
- **The fact that a banner is approved does not constitute an endorsement by the Town of the event.**

**I HAVE READ AND UNDERSTAND THE POLICIES AND REGULATIONS OUTLINED ABOVE. I AGREE TO COMPLY WITH THE POLICES AND REGULATIONS OUTLINED ABOVE.**

**Event:** \_\_\_\_\_

**Event Date:** \_\_\_\_\_

**Applicant:** \_\_\_\_\_

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

Application Guideline No.  
11 - X1

Traffic Control Device Application Guidelines  
Office of Traffic & Safety



Banner Permit

Banner Sponsor Name: \_\_\_\_\_

Date of Event: \_\_\_\_\_ Telephone: \_\_\_\_\_

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

Message Displayed: \_\_\_\_\_

Banner Size: \_\_\_\_\_ feet X \_\_\_\_\_ feet Banner Material used: \_\_\_\_\_

C&P Utility Pole #'s: \_\_\_\_\_ B.G.&E. Pole #'s: \_\_\_\_\_

Street Location of Display (please be specific): \_\_\_\_\_

Banner will be Erected on \_\_\_\_\_ and removed on \_\_\_\_\_

Name of Person(s) to erect banner: \_\_\_\_\_

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

Telephone: (Day) \_\_\_\_\_ email \_\_\_\_\_

\*\*\*\*\*

I hereby agree and acknowledge that the event sponsor will comply with all applicable Maryland laws. By affixing my signature on this form, the sponsor and/or the individual participants agree to hold the public agencies harmless from any liability incurred by them or to others, associated with this event. This may require purchase of liability and property damage insurance up to \$1,000,000 and \$3,000,000, respectively.

\_\_\_\_\_  
Sponsor's Authorized Representative

\_\_\_\_\_  
Date

CONDITIONALS OF APPROVAL: The Banner placement must adhere to the roadway guidelines, dates and times.

OTHER: \_\_\_\_\_  
\_\_\_\_\_

APPROVED BY: \_\_\_\_\_  
District Engineer

\_\_\_\_\_  
Date

DENIED BY: \_\_\_\_\_  
District Engineer

\_\_\_\_\_  
Date

REASON DENIED: \_\_\_\_\_

6. Time of Display

- Must immediately precede the event
- May not be displayed longer than 2 weeks
- Must be removed immediately after the event

7. Design Elements

- Must be legible/readable/conspicuous
- May not have blinking, flashing or twinkling lights or elements/may not have any moving parts
- May be attached to light poles or power poles with the owner's permission

----- High Voltage Act must be complied with

- May not be attached to traffic signal poles or highway sign posts
- Must use substantial materials (ropes/cables/material designed for 85 MPH wind load)

8. The number of banners per event is to be kept at a minimum

9. The details of how the banners will be erected should be reviewed by the District Office

# **State Highway Permit Banners**

SHA District 2 Office  
615 Morgnec Road  
Chestertown, Maryland 21620

410.778.3061  
1.800.637.9740  
410.778.0851 (fax)