

PUBLIC WORKS DEPARTMENT

BANNER PROGRAM

INTENT:

It is the intention of the Public Improvement Commission, City of Boston as landlord of the public way to initiate a street light banner program, under the direction of the Public Works Department, that will endeavor to create a new vitality to the Boston street scene through the placement of colorful graphic banners, attached to street light poles, promoting non-profit and civic events benefiting the City, while at the same time providing information of upcoming events of general interest to residents and visitors alike.

The sole emphasis of this banner program and the design and color of the banner graphics shall be to the benefit of the City of Boston and the non-profit or civic event that the banner promotes.

The City recognizes the importance of being sensitive to the unique historic character of Boston and will make every effort to preserve it's integrity. To this end the Public Works Department has agreed that banners placed outside the approved banner display route will require individual submission to the various Historic Commissions for approval.

Ultimately, this program should not be interpreted or construed in any way by the advertising industry as a possible new alternative venue for advertising dollars. It is meant to be a City initiative for the support, celebration and promotion of City based institutions that are in essence the resources which advance Boston as a engaging place to live, work and visit.

ELIGIBILITY:

Participants of the banner program must represent and promote City based non-profits, cultural, civic and/or major events, of notable significance which advance the image of Boston as a World Class City.

ELIGIBILITY CATEGORIES:

1. For-Profit Banners for City Based Special Event

Promotion of a special event to be held in the City of Boston which due to its unique and significant importance would further enhance the image of Boston as a most desirable place to live or visit.

2. Non-Profit Event with For-Profit Sponsorship

This designation would be for certified 501 (c) 3 organizations promoting special events of general interest to the residents and tourists in Boston . This category would include the arts, local museums, and various charities who depend on sponsorship from commercial entities for promotion of their scheduled events and charitable causes

3. City Banners

Requests for these banners would be initiated by the Mayor's Office to bring recognition to or provide information concerning services provided by the City or to celebrate the City itself through special events . No other outside government agency may participate without seeking approval through the Mayor's Office .

4. Neighborhood Banners

Banners displayed in local business areas in the City of Boston shall be for the sole purpose of enhancing and promoting the community in which they are displayed. These banners will bear no sponsorship and the graphics will be reflective of the community represented

5. Directional Banners

Banners in this category are displayed to identify entrance into a particular district of the City such as the Theater District, Hospital District, Historical District or to designate entrance into the various communities that comprise the City of Boston.

SPONSORSHIP

Most non-profit organizations lack the necessary funds for self-promotion and rely heavily on commercial entities for advertising dollars. They form mutually beneficial partnerships which provide the non-profit with needed visibility while enabling their commercial partner to be seen as a benefactor to worthy causes. The City cognizant of the importance of assisting non-profit institutions that reside within its borders is currently being asked to show its support by allowing placement of their banners with commercial sponsorship on public property. The City, while anxious to assist the institutions, also has a responsibility to its residents regarding suitable and appropriate use of public space. It would not be in the best interest of the City to allow commercialism, no matter how subtle, on public property without charge or more importantly without guidelines. The City must protect the integrity and quality of life of the City and its residents by setting restrictions to limit sponsorship to entities that reflect positive social values. We need to answer the following three questions before deciding the issue of sponsorship.

- (1) Do cigarettes, alcohol, gambling, etc. become less offensive and more socially acceptable if they contribute money to non-profit and civic events?
- (2) Does their support of charities in any way change the facts concerning the health risks involved with their use?
- (3) If we allow their participation as sponsors, what message are we sending to the Public especially to the impressionable youth?

Consequently it is not the intent of the banner program to advertise individual businesses nor to sell or recommend merchandise, products or services of the sponsor. The City shall further reserve the right to refuse the participation of any sponsor whose merchandise, product or service does not advance the image of the City of Boston or promote the health and/or well being of the public. Therefore, the City will not accept applications that are sponsored by the following: :

- tobacco and related products,
- alcohol including wine and beer,
- pharmaceuticals
- gambling including Government owned lotteries.
- firearms
- sexually explicit products
- political campaigns or related agendas

FABRICATION OF BANNERS

It shall not be the concern of the City as to who or where the banners are manufactured but it is recommended that durability and color fastness be a prime consideration when purchasing the banners.

Banners to be displayed must be double-faced-double sided, two banners to a pole, each banner measuring 31" x 60" with a 4" hem top and bottom. Banner fabric must meet Boston Fire Department Code

GRAPHICS:

Banner design should be artistic in nature, representing in a graphically symbolic way the civic event, non-profit group or charity being promoted. One banner of the double set to be displayed must be totally graphic artwork while the other banner contains the message concerning the event to be promoted and the sponsor's name, if applicable, will be positioned on the lower 10% of the banner. Sponsor's phone number and/or slogans will not be permitted.

Ideally the City would recommend that no event dates appear on the banners leaving publicity for the event to the media, eg. radio, TV, newspaper ads, etc..... This would increase the artful design of the banner and also allow for their use again by the applicant the following year.

Not less than 60 days before the scheduled event the City will expect submission of an 8 1/2" x 11" color graphic of the proposed banner to be displayed. The graphic will be reviewed by the Mayor's Office, the Office of Special Events, and the Public Works Department for content and layout. Should the graphic not meet the standards set by the City for landscape enhancement the applicant will be contacted by the Public Works Department with suggested changes. The City is under no obligation to allow banners to be displayed which the City determines would not be in the City's best interest or in the best interest of its residents.

BANNER FABRIC:

The type of fabric chosen for the banners is the responsibility of the applicant, it is however recommended that special attention be paid to color fastness both for back-ground colors as well as for the type of ink used for the printed message. Durable fabric should be of particular concern in the summer months due to the hot sun as well as in the winter with its unpredictable weather conditions.

BANNER INSTALLATION:

It is the responsibility of the applicant to contract with a private contractor, bonded with the Public Works Department, for the installation, maintenance and

dismantling of the banners. In addition to being bonded with the Public Works Department., the installer is required to submit a certificate of insurance , listing the City of Boston as additionally insured, with regard to any and all work performed by the contractor and/or his employees relative to the installation, maintenance & dismantling of the banners and their related hardware on City street light poles.

In order to facilitate all participants of the program the City will designate a location where contractors will pick up and return the banner hardware in an orderly system. The contractor will be responsible for submitting in written form, notification to Public Works the number of brackets and related hardware that are damaged or destroyed while in their possession. The City will further require immediate notification from the contractor regarding the instability of any pole upon which banners are to be displayed.

To insure public safety during banner display the contractor will be responsible for providing the Public Works Department Street lighting Division with the name, phone number, and beeper number of the person designated as the contact person for the contractor, who will respond to any emergency on a twenty-four hour basis.

Specifications for City approved banner hardware

support brackets: tempered aluminum castings

stainless steel strapping and buckles

removable "fiberglass" arms