



POLE BANNER GUIDELINES COMMUNICATIONS

OFFICE PHONE – 972-744-4218 • INSTALLATION QUESTIONS – 972-744-4475

Purpose

Sign pole banners throughout the city can be a highly effective form of communication. Due to the public nature of these banners, the City of Richardson has created the following list of guidelines and an approval process.

Acceptable Communication

We ask that those wishing to apply for the sign pole banner program fit into one of the approved acceptable communication groups. Those groups include City outreach and community events, approved Richardson arts groups (which can be found on cor.net), and school district activities. Additional applications will be accepted for review but may be denied.

Unacceptable Communication

Advertisements or communications with the intention of selling a product or service are prohibited unless the City offers special exemption. Banners with a sponsor logo that covers more than 10% of the banner area are prohibited. Additional restrictions can be enforced on a case-by-case basis if the City finds the content inappropriate.

Submittal Process

Complete the Application Packet and return to the Communications Department no later than 15 business days prior to desired installation date. The City recommends submission of the Application Packet 30 business days prior to installation.

After your packet has been reviewed, a member of the Communications staff will contact you to review your project, make any necessary recommendations and to schedule the installation of your banners. The City does not handle the printing of banners but does install and remove each banner. Installation fee is \$50 per banner and installation and removal of banners must be performed by the city.

Design Guidelines

- 30 inches wide by 96 inches tall
- A 4 inch hem must be present at both the top and bottom.
- 100 dpi minimum recommended on graphics and text.
- Full bleed design is acceptable
- Minimum recommended font size = 5" tall font.
- Recommended font size = 18" - 24" tall.
- All text should be 2.5" from the edge to prevent cropping.
- Banners intended for Outdoor use with Protective Sun light coating.
- 16 oz. Blockout Vinyl Banner Material or higher quality (Contact for additional questions).
- Double Stitching minimum at holding points on banner.
- Banner must be sewn on all edges.
- No more than 10% of overall banner should contain sponsor logo or name.

Contact Information

For additional information contact: Greg.Sowell@cor.gov



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Additional Restrictions

- Upon conclusion of the event or promotion, the banner(s) will be removed within five (5) business days and is the responsibility of the Applicant to pick up banners within five (5) business days of removal.
- The maximum duration a banner can go up for something other than an event is 14 days.
- If the application does not meet guidelines.
 - Applicant may revise application and plan in order to meet guidelines but must be completed 7 business days prior to desired installation of banners.
- The location of the banner on the pole is exclusively the right of the City. No special exception will be given on placement.
- Maximum of three banner locations (poles). Variance for additional banners can be requested.

Disrepair of Banner

To maintain the quality and integrity of the banner program, banners must remain in good condition as defined in the “Banner Condition Standards” below. The Applicant will be notified if any banner is found to be in poor condition or disrepair and it will be removed at the discretion of the City of Richardson.

When a banner is identified to no longer meet the program’s condition standards, designated City staff will notify the applicant of the banner location and the City will remove the banner. The City will install replacement banners if requested, but the \$50 installation fee will apply.

Banner Condition Standards

- No visible rips or tears.
- No loose pieces or stretched/sagging material.
- No excess fading. Colors should not be noticeably different than original colors.
- Material surfaces should be clean. Banners with excess dirt or other debris may be cleaned and reused provided it meets all other banner condition standards.



**POLE BANNER APPLICATION
COMMUNICATIONS**

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Event Name:	
Organization Name:	
Event Start Date:	Event End Date:
Event Description:	
Open to Public: (Y/N)	# of Banners:
Cost to Applicant for Banner Installation (# of Banners x \$50):	
Material Type:	
Preferred Banner Locations:	
Hanger Text (if applicable):	
Banner will be: <input type="checkbox"/> Single Panel <input type="checkbox"/> Double Panel	Sponsor Logo: (Y/N)
Type of Sign: <input type="checkbox"/> City Outreach <input type="checkbox"/> Community Event <input type="checkbox"/> Non-Profit <input type="checkbox"/> Other	
Desired Installation Date:	Desired Removal Date:

* See Additional Restrictions for guidelines on installation and removal.

Applicant Information	
Full Name:	
Signature:	Date:
Phone:	Email:
Physical Address:	



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Print Shop Information	
Business Name:	
Phone:	Email:
Physical Address:	
<p>Plans for temporary promotional pole banners are required. All plans shall be drawn to scale and shall include all copy/script of the banner. Provide accurate dimensions of all images/copy/script. Complete a separate application for each banner design.</p> <p>Pole Banner permits must be approved within 20 business days.</p>	

Completed applications can be turned into:

Greg Sowell
Director of Communications
411 W. Arapaho Rd.
Room 203 (Public Services)
Richardson, TX 75080
972-744-4218
Greg.Sowell@cor.gov



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Contact Information

For application information, general banner information or to report damaged signs, contact:

Greg Sowell
Director of Communications
Greg.Sowell@cor.gov
972-744-4218

