



**BANNER
AND
BUS STOP SHELTER
ADVERTISING
POLICY AND PROCEDURE**



BANNER AND BUS STOP SHELTER ADVERTISING POLICY AND PROCEDURES

BANNERS

The City of Wheat Ridge has two overhead banner pole installations on 38th Avenue. The City also owns a number of pedestrian light poles which can accommodate pole banners. These City facilities are intended to be used for promotion of the “Ridge at 38”, as well as advertising cultural and civic events and programs. The following policy and procedures shall apply to all requests for banner placement on 38th Avenue.

1. General Policy

- a. Banners shall be restricted to those advertising special municipal events or other matters of municipal interest. This includes community festivals, events and activities open to the public.
- b. Banners advertising the activities of non-profit and not-for-profit organizations will be allowed on a first-come, first-serve basis.
- c. Banners that promote the City of Wheat Ridge events and programs shall receive first consideration where there is a conflict between requests.
- d. All banner designs should be artistic in nature, graphically or symbolically representing the subject/purpose of the community event. Banners can include text for dates, activities, logos and/or title of event.
- e. No commercial advertising shall be allowed, except in cases where a sponsoring entity’s name is part of the name of the event. In such cases, the organization promoting the event may not construct the banner such that the sponsoring entity’s commercial name is the most overwhelming aspect of the banner.
- f. Political and religious advertising is prohibited.
- g. The content of each banner shall be reviewed and approved by the City.
- h. Banners advertising events shall be displayed for a maximum of 14 consecutive days.
- i. Banners advertising the “Ridge at 38” may be displayed for an indefinite period of time when other requests have not been received.

2. Application Procedure

- a. Requests for display of banners on 38th Avenue must be submitted in writing to the Operations Division of the Public Works Department. Banner applications should be submitted at least sixty (60) days prior to requested installation. Application forms are available from the Public Works Department or are included in the EVENT PERMIT APPLICATION PACKET; FORM #7. *If using the Event Permit Application Packet, submit the application as explained in the packet.*
- b. Requests to display banners must contain the following information:
 - i. The name of the organization requesting installation of banner, including name of contact person and phone number.



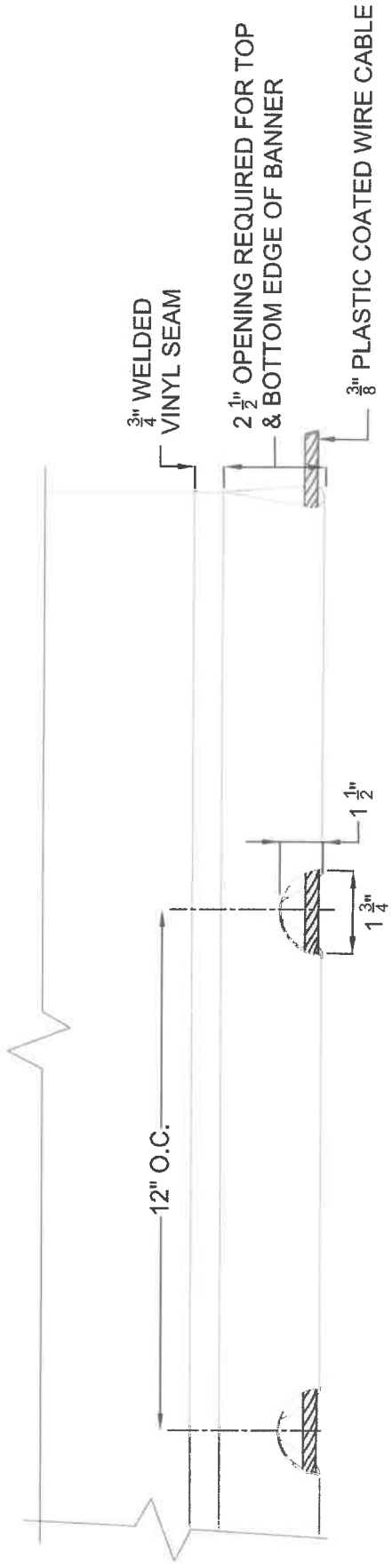
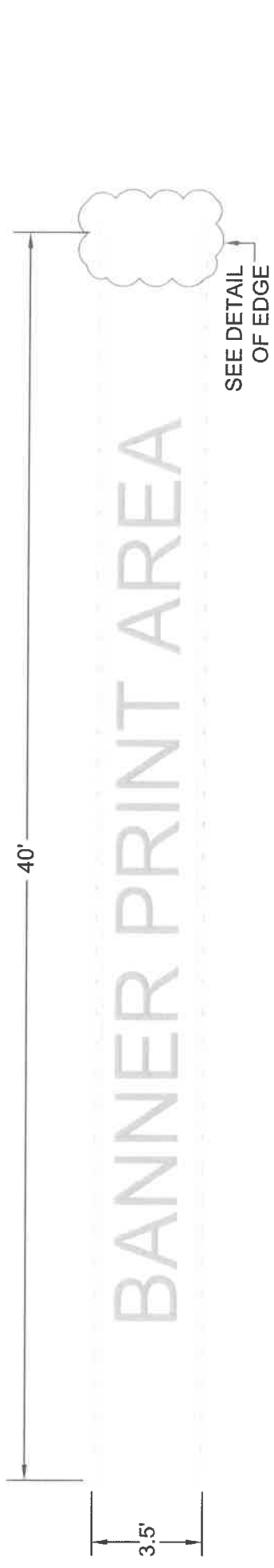
- ii. The desired location where the banner is to be installed.
- iii. Size & Specifications of the banner:
 - 1. Overhead Banners:
 - a. Not larger than 3 ½ feet x 40 feet
 - b. Print on 22 oz. block out material
 - c. Hem welded along **top and bottom** length to accommodate a 3/8 inch plastic coated wire cable. (**See attached drawing showing details for this**)
 - i. Hems are to be 2 ½ inches deep with a minimum of a 3/4 inch weld affixing it to the banner
 - ii. For cable access running through the **top and bottom** hems, there are to be semi-circular cuts along the fold. These cuts are to be 1 ¾ inches in length and 1 ½ inches in depth and are to be spaced with 12 inch centers.
 - iii. 3 rows of staggered wind slots every 1 ½ feet

2. Pedestrian Light Pole Banners:

- a. Standard size: 18 in. X 36 in.
- b. Maximum size: 23 in. X 42 in.
- iv. The **exact wording** that will be on the banner.
- v. A description of any graphics, logos or designs proposed for the banner.
- vi. A picture or mock-up of the proposed banner, if available.
- vii. Date of requested banner installation.
- c. The applicant will be notified of the application's acceptance or rejection within ten (10) working days of application submittal.

3. Installation Procedure

- a. Banners associated with approved banner applications shall be delivered to the Public Works Operations office at 11220 W 45th Avenue. Operations facility hours are M-F, 6:30 a.m. to 4:00 p.m.
- b. The City will install the banners on or about the day requested.
- c. Banners removed will be available for pickup three (3) days after the scheduled removal date at the Public Works Operations office.



DETAIL VIEW OF TOP AND BOTTOM EDGES



BUS STOP SHELTERS

The City of Wheat Ridge has eleven (11) bus stop shelters, located throughout the City, that have advertising boxes. Each advertising box will accommodate two advertisement sheets, one facing each direction. These bus stop shelter advertising boxes are intended to be used for promotion of cultural and civic events and City programs. The following policy and procedures shall apply to all requests to place advertisements at these bus stop shelters.

1. General Policy

- a. Advertisements shall be restricted to promotion of special municipal events or other matters of municipal interest. This includes community festivals, events, and activities.
- b. Advertising the activities of non-profit and not-for-profit organizations will be allowed on a first-come, first-serve basis.
- c. Advertisements that promote the City of Wheat Ridge events and programs shall receive first consideration where there is a conflict between requests.
- d. All advertising sheet designs should be artistic in nature, graphically or symbolically representing the subject/purpose of the community event. Advertisements may include text for dates, activities, logos, and/or title of the event.
- e. No commercial advertising shall be allowed, except in cases where a sponsoring entity's name is part of the name of the event. In such cases, the organization promoting the event may not design the advertisement such that the sponsoring entity's commercial name is the most overwhelming aspect of the banner.
- f. Political and religious advertising is prohibited.
- g. The content of each advertisement shall be reviewed and approved by the City.
- h. Advertisements shall be displayed for a maximum of 14 consecutive days.

2. Application Procedure

- a. Requests for use of bus shelter advertisement boxes must be submitted, in writing, on a form available from the Public Works Department to the Operations Division of the Public Works Department. Applications should be submitted at least sixty (60) days prior to requested installation.
- b. Requests must contain the following information:
 - i. The name of the organization requesting the placement of the advertisement, including name of contact person and phone number.
 - ii. The desired bus stop shelter(s) where the advertisement is to be installed.
 - iii. Size and material used for the advertisement.
 1. The size of advertisement sheets is 59" X 41½".
 2. The advertisement medium shall be 0.02 thick Styrene.
 - iv. The **exact wording** that will be on the advertisement.
 - v. A description of any graphics, logos or designs proposed for the advertisement.
 - vi. A picture or mock-up of the proposed advertisement, if available.
 - vii. Date of requested advertisement installation.



- c. The applicant will be notified of the application's acceptance or rejection within ten (10) working days of application submittal.
3. Installation Procedure
- a. Advertisement sheets associated with approved bus stop shelter advertisement box applications shall be delivered to the Public Works Operations office at 11220 W 45th Avenue. Operations facility hours are M-F, 6:30 a.m. to 4:00 p.m.
 - b. The City will install the advertisements on or about the day requested.
 - c. Advertisement sheets removed will be available for pickup three (3) days after the scheduled removal date at the Public Works Operations office.